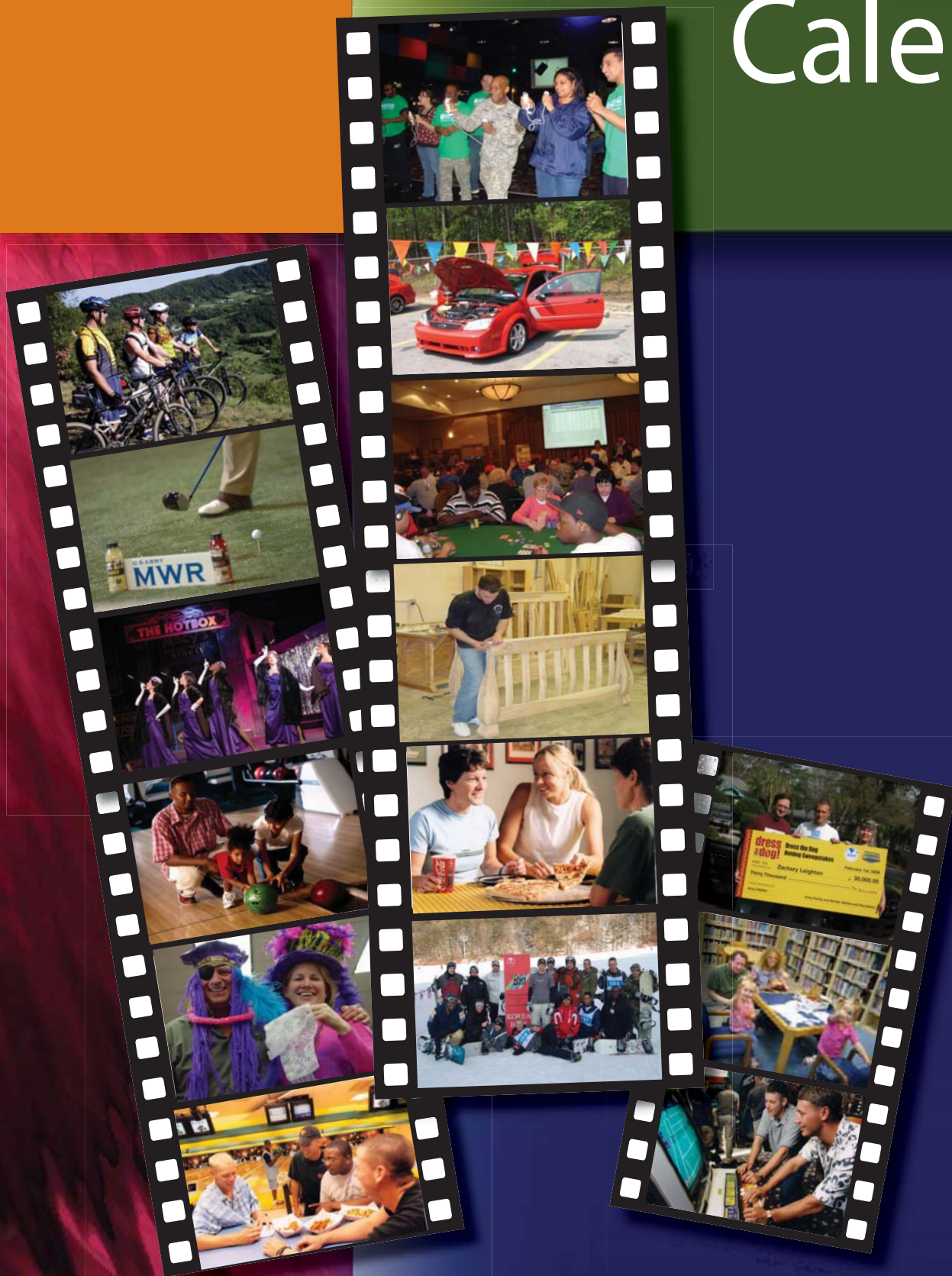




MWR Programming Calendar



2009



Produced by FMWRC Marketing,
Business Programs & Community Recreation

2009

HOW TO USE YOUR MANAGER'S PLANNING CALENDAR

Thank you for taking time to open and use this expanded management tool. This year, based on your feedback, we've combined the Recreation and Business Managers' calendars into one comprehensive tool to help generate new program ideas and to build your business. This calendar begins with October 2008 and runs through the calendar year of 2009. Included for your use are:

FMWRC Business Programs and Community Recreation contact information

Upcoming Army and industry events, training conferences and trade shows

Helpful management reminders and customer service tips

Expanded "Month-at-a-Glance" calendars to help you with your scheduling. We doubled the size of the blocks but eliminated the "Week at a Glance" pages because you told us the calendar was too large.

Industry websites

Professional organizations you might be interested in joining.

Maps and DSN telephone access numbers



Helpful hints when using this calendar:

Don't just look at the current month's ideas...it's too late. Check the tab 6-months out and begin planning future events.

Block times on this calendar for local events that occur annually on your installation.

Use the websites on the next page for additional ideas.

Use the "Upcoming Events" section when planning your budget so that you'll have funds to attend these educational events.

Download copies of this calendar from www.mwrpromotions.org and use it for quarterly meetings with your staff. Let them choose an event or promotion—big or small—and get them involved in the planning process.

We want to hear from you! If you have suggestions for future versions of this calendar, please send them to:

IMWR-BPE
4700 King Street,
Alexandria, VA 22302
(ATTN: Events Division)
or

e-mail them to: mwrpromotions@conus.army.mil



Appearance of advertisers does not represent endorsement by the federal government.

BUSINESS OPERATIONS PHONE LIST

Main # (703) 681-5222

DSN 761-5222

Fax # (703) 681-5363

Address: Family and MWR Command
4700 King Street - 5th Floor
Alexandria, VA 22302-4404

NAME	PHONE	EMAIL ADDRESS
Director	5224	roger.weger@us.army.mil
Food Services	5218	bill.sewell@us.army.mil
- Clubs and Catering	5219	vacant
- Branded Restaurants	5218	bill.sewell@us.army.mil
- Name Brand Casual Dining	5218	bill.sewell@us.army.mil
- Name Brand Fast Food	5218	bill.sewell@us.army.mil
Events	703-428-6119	kristen.kea@us.army.mil
Golf	5222	vacant
Bowling	5202	wanda.arthur@us.army.mil
Prime Vendor	3844	chris.naumann@us.army.mil
Bingo/Recycling	5209	robert.glotfelty@us.army.mil

COMMUNITY RECREATION DIVISION PHONE LIST

Main # (703) 681-7216

DSN 761-7216

Fax # (703) 681-7249

Address: Family and MWR Command
4700 King Street - 1st Floor
Alexandria, VA 22302-4418

NAME	PHONE	EMAIL ADDRESS
Director	7398	
Senior Program Manager	7206	
CR Admin	7216	
Aquatics Program	7723	
Armed Forces Sports	7230	
Arts and Auto	7754	mwrart@conus.army.mil mwrauto@conus.army.mil
BOSS Program	5243/5393/7214	
Deployment Specialist	7226	
Entertainment	703-806-5394	
Fitness Program	1544	
Leisure Travel	5225	offdutytravel@conus.mil
Library Program	7208/7205/7219	mwrlibrary@conus.army.mil
Outdoor Recreation	5373	
Recreation Center	7204	mwrrecreationcenters@conus.army.mil
Recreation Programmer	7228/5376	mwrrecprograms@conus.army.mil
RecTrac Administrator	0640	
Sports Program	5396/0638/7212	armysports@conus.army.mil
WCAP Program	7209	
Senior Enlisted Advisor	7203	

INDUSTRY & ASSOCIATION WEBSITES

BOWLING WEBSITES

Bowl.com	Bowling related news/links to other bowling associations
Bpaa.com	The Bowling Proprietor's Association of America
Bowlexpo.com	Bowl Expo Annual Conference & Trade Show (June each year)
Amf.com	AMF Corporation
Brunbowl.com	Brunswick Corporation
Pba.com	Official site of the Pro Bowlers Association

CLUB/FOOD & BEVERAGE WEBSITES

Profitablepromotions.com	Calendars, kits and promotions from nightclub.com
Pizzaexpo.com	Magazine and October Northeast Pizza Show
Pizzamarketplace.com	Pizza resources
Pizzatoday.com	Pizza magazine
lhmr.com	International Hotel & Restaurant Show (NY City/November)
Restaurant.org	National Restaurant Association
Catersource.com	Magazine for caterers
Fastcasual.com	Fast Casual Magazine
QSRmagazine.com	QSR Magazine
NRA.org	National Restaurant Association

GOLF WEBSITES

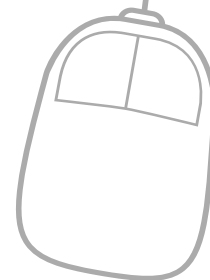
Armymwrgolf.com	Direct link to Army golf programs & promotions
PGA.com	Pro Golf Association
PGAtour.com	PGA Tour site
PGAMarketingCenter.com	PGA marketing link
USGA.com	US Golf Association
NGCOA.org	National Golf Course Owners' Association
PlayGolfAmerica.com	Golf promotions/learn-to-golf

EVENT WEBSITES

Specialevents.com	Magazine & website dedicated to event planners
Event-solutions.com	Website and tradeshow dedicated to event planners
Bizbash.com	Event and party ideas
Festivals.com	Festivals around the world
Promoxtra.com	Electronic newsletter of industry events and promotions
Plumparty.com	Party décor and party ideas

TRAVEL WEBSITES

Offdutytravel.com	Military Travel Deals
Govarm.com	Leisure Travel for Military and Government Employees
Perdiem.hqda.pentagon.mil/perdiem/perdiemrates.html	DoD Per diem rates



MISCELLANEOUS WEBSITES

armymwr.com	Official MWR website
mwraonline.com	Army MWR Academy
mwrpromotions.org	Direct link to MWR events and promotions for managers
mwrpromotions.com	Direct link to MWR events and promotions for patrons
afnafpo.com	Air Force NAF Purchasing Office
imcea.com	International Military Community Executives Association
MWReMall.com	Doing Business with NAF/MWR
usapa.army.mil	Army Publishing Directorate

RECREATION INDUSTRY & ASSOCIATION WEBSITES

armysports.cfsc.army.mil	All Army Sports Applications
armedforcessports.com	Armed Forces Sports
armymwrgolf.com	Direct link to Army golf programs and promotions
pathsacrossamerica.com	Paths Across America
home.bca-pool.com	Billiard Congress of America
uschess.org	United States Chess Association
craftcouncil.org	American Crafts Council
ala.org	American Library Association
libraries.army.mil	Army Library Program
athleticbusiness.com	Athletic Business
recprogshare.com	Army Recreation Share
ase.com	Automotive Service Excellence
chashow.org	Craft and Hobby Association
pla.org	Public Library Association
acsm.org	American College of Sports Medicine
acefitness.com	American Council on Exercise
psia.org	Professional Ski Instructors of America
aahperd.org	American Alliance of Health, PE, Recreation & Dance
americanhiking.org	National Trails Days
storytelling-foundation.net	National Storytelling Festival

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 Thursday November 27
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Columbus Day
 Veterans Day
 Thanksgiving
 Christmas

2009

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Thursday January 1
Monday January 19
Tuesday January 20
Monday February 16
Monday May 25
Friday July 3
Monday September 7
Monday October 12
Wednesday November 11
Thursday November 26
Friday December 25

New Year's Day
Birthday of Martin Luther King, Jr.
Inauguration Day, (holiday in the DC Metro area)
Presidents' Day
Memorial Day
Independence Day Celebrated
Labor Day
Columbus Day
Veterans Day
Thanksgiving
Christmas

2010

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Monday October 11
 Thursday November 11
 Thursday November 25
 Saturday December 25

Columbus Day
 Veterans Day
 Thanksgiving
 Christmas

PROFESSIONAL ORGANIZATIONS

Nrpa.org	National Recreation and Park Association
Lern.org	Learning Resources Network (LERN)
Cruising.org	Cruise Lines International Association, INC (CLIA)
imcea@imcea.com	International Military Community Executives Association

The National Recreation and Park Association (NRPA)

Each year FMWRC-CR purchases NRPA memberships for Army installations with an MWR Community Recreation Division infrastructure. Individual installation personnel can join at a reduced rate of \$90.

The National Recreation and Park Association is the nation's largest professional and citizen organization advocating the parks and recreation movement. The benefits of the installation membership are: Park and Recreation magazine; national programs & partnerships; training & development; certification programs, career center and the eCommunities listserve. Take the time to look over the benefits that are provided. Contact: www.nrpa.org. Using the base membership number, installations can send two non-members to conferences and training sessions at the reduced member rate, including the National Congress.

The National Recreation and Park Association is comprised of eight individual branches and two sections. The military affiliate branch is the Armed Forces Recreation Society (AFRS). AFRS is made up of park and recreation professionals who work in a military setting. AFRS is a professional organization providing and coordinating training and professional development, networking, program recognition, and new program initiatives. Membership in AFRS is also included in your installation membership.

The AFRS National Awards Program recognizes outstanding performers who contribute to the recreation of active duty personnel, retirees, Families and civilians associated with our armed services. Award categories are: Front Line Award; Support Services Award; John (Pat) Harden Practitioner Award; Commander's Award; Special Citation Award; Fellow Award; Executive Fellow Award; Distinguished Fellow Award and the Lifetime Service Award. Information on award criteria and AFRS membership can be found on the NRPA web site. Click on the Branches and Services link and go to AFRS.

The Learning Resources Network (LERN)

LERN is the leading association for lifelong learning in the world, with more than 4,000 members in over 20 countries. The installation LERN membership is annually funded by FMWRC-CR. The membership benefits include: consulting and training services; access to the member-only LERN Club at www.lern.org; free consulting via phone, mail, fax or email; reduced conference fees, seminar, and publication discounts; free annual brochure critique; free annual web page critique; eligibility for awards; and the RDS quarterly magazine.

Annual awards are presented at the LERN conference held in the Nov/Dec time frame. Categories include: catalogue/brochure/schedule; programming; marketing; community service; management practice; innovative practice in business and industry; and exemplary home page.

International Military Community Executives Association (IMCEA)

Established in 1972 as an organization for military clubs, IMCEA has grown to encompass all Military MWR programs. Memberships provides numerous opportunities to network with industry peers and the leadership of the various branches of the US Armed Forces to foster important business relationships and strategic business alliances. www.imcea@imcea.com or phone (770) 396-2101.

RECREATION PROGRAMMING RESOURCES

Recreation Program Share

The Recreation Program Share was developed by the Learning Resources Network (LERN) to meet the needs of the field for standard recreation programs.

Recreation Program Share allows recreation staff to build programs (trips, classes, tournaments, activities, BOSS programs, etc.) into a database that installations can access through the Internet. The programs can be accessed by installation MWR personnel and offered to all eligible MWR users.

The tool makes program planning easier and less time consuming. The Recreation Program Share contains all the information and instructional resources needed to implement the program. Included are program evaluation sheets, flyer templates, and certificates of participation. Installations have the capabilities to use the developed programs, edit the programs, or input installation programs. Installations can use the information from Recreation Program Share to build specific programs for their installation with implementation timelines and evaluation forms. The Recreation Program Share enables installations to run timeline, evaluation, and after-action reports on programs they input into the Program Share.

The web site is located at www.recprogshare.com. A demonstration site has been set up to assist installations in developing their RPS skills. This is located at <http://demo.recprogshare.com>. Recreation personnel requiring training on the RPS may contact mwrrecprograms@conus.army.mil.

Commission for the Accreditation of Park and Recreation Agencies (CAPRA)

Nearly 200 million people use recreation services to enhance their physical and social well-being and skills development. They seek the highest quality recreation experiences. Many of the opportunities for such experiences are provided by military recreation programs, facilities, parks, stables and marinas.

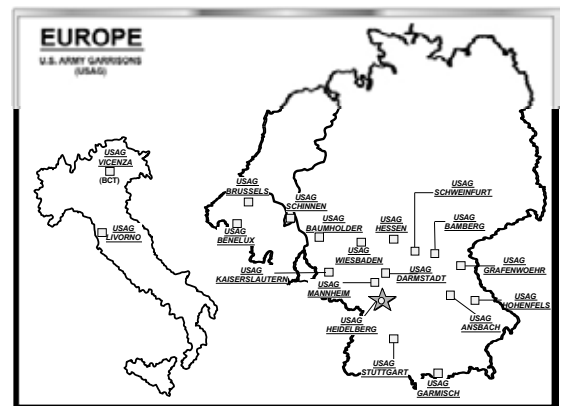
Every installation recreation program is concerned with the efficiency, effectiveness and professionalism of its operational system which delivers services/opportunities. The installation self-assessment and peer review is an excellent process for evaluating the quality of the system, which delivers these services and opportunities. It is to this end, as a tool for self-assessment, the Commission for Accreditation of Park and Recreation Agencies (CAPRA) standards were adapted to meet military requirements. The Self-Assessment Manual for Quality Operation of Park and Recreation Agencies sets forth these standards. The standards are presented in ten categories that detail 144 standards, 38 of which are fundamental.

Installations accredited by these standards have demonstrated not only that they meet the standards for a quality operation but also that they have professional competence and commitment and the community support to complete the rigorous process of accreditation.

CAPRA Accreditation is your commitment to the Soldiers and their Families to strive for continuous improvement. The CAPRA process and results will ensure a high level of accountability throughout recreation and the partnerships you've developed with other agencies on the installation.

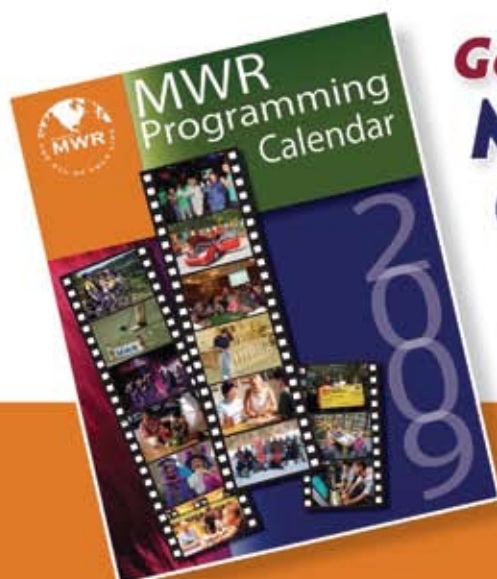
Contact the FMWRC POC for further assistance:
Sandy Nordenhold at
sandra.nordenhold@us.army.mil

Effective 1 July 2008



For DSN access, from CONUS to OCONUS, dial your installation DSN access # then dial the country area code and the 7 digit number. Below is a listing of OCONUS area codes.

Alaska	Dial your installation DSN access # plus (317) plus 7 digits
Caribbean	Dial your installation DSN access # plus (313) plus 7 digits
Pacific	Dial your installation DSN access # plus (315) plus 7 digits
Canada	Dial your installation DSN access # plus (319) plus 7 digits
European	Dial your installation DSN access # plus (314) plus 7 digits
Southeast Asia	Dial your installation DSN access # plus (318) plus 7 digits



Get the most out of your **MWR Planning Calendar!**

***Spring is Just Around
the Corner...***

***You would know that if you
were using this calendar to
plan events six months out!***

- Don't just look at the current month's ideas. It's too late.
- Check the tab 6-months out and begin planning future events now.

- Check the management and customer service tips section for ways to reward your staff and your patrons.
- Does your installation hold annual local events?
Do you know your major troop deployment schedule?
Block time on this calendar for these events to help you with scheduling programs.
- Are you working on your budget? Use the "Upcoming Events" section to see what industry shows are out there that you want to attend.
- Do you hold regular planning meetings with your MWR staff?
 - This year's calendar combines both business and recreation programs and ideas.
 - Take our "Cool Event Ideas" and use them as starting points to brainstorm cross promotions with your MWR partners.
 - Download copies of the calendar at www.mwrpromotions.org and use it at your meetings.
- Need some new ideas or industry information? Use the websites provided.
- Learn about professional organizations you might be interested in joining.

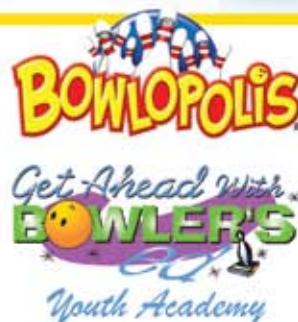
If you have suggestions for next year's calendar, please send them to:
mwrpromotions@conus.army.mil

Did you know...?



...That the finals for Operation Rising Star will be televised on the Pentagon Channel and AFN around the world November 12-15th. Let your audience be the judge. Host a viewing party in a facility that serves up good food and internet access so that viewers can log on to OpRisingStar.com at the end of the night to place their vote. For more information email mwrpromotions@conus.army.mil.

...If you're an Army bowling center, you're a member of BPAA and Strike Ten Entertainment? This means you're eligible for all the cool promotions and educational tools they send out! Go to www.bpaa.com and check it out!



...If you've run a catered event or a special event at your installation...or if you've taken an event sent to you from FMWRC and put your own spin on it...you can enter it for a chance to win a trip to "The Special Event" or "Catersource" conferences. Go to www.mwrpromotions.org and learn how to enter. Entry packages due November 7th!



...If you attended the Catersource conference last year and your trip was funded by FMWRC...did you know you committed to implementing 4 initiatives and sending 1 entry for the Best Catered Event competition? If you want your trip funded this year...better get a move on!

catersource

...That the PlayGolfAmerica.com site gives you ideas on how to grow your golf business through monthly awareness programs that tie perfectly with our different segments within the Army Community. Log on and register your golf course to start taking advantage of these programs and resources available.

What's Happening in October 2008

DATES TO CELEBRATE

National Book Month

Country Music Month

- 1-31 Billiard Awareness Month...Tournament with prizes for anyone who can run the table or sink the 8-ball on the break.
- 1 Vegetarian Day
- 1-7 Customer Service Week (see back)
- 4 Frugal Fun/World Card Making Day
National Golf Day
- 4-5 National Storytelling Festival (Cool Event)
- 4-5 Canine Film Festival, San Francisco (see back)
- 6 National German-American Day
- 10 National Dessert Day
National Children's Day
- 13 COLUMBUS DAY Observed (see back)**
- 16 National Boss Day (see back)
- 17 National Pasta Day
- 19 Financial Independence Day (see back)
- 20 Sweetest Day
- 24 Pumpkin Carving Contest (see back)
- 25 Microwave introduced in 1955 (see back)
- 25 World Pasta Day
- 27 NY Subway opens (1904)...sub specials!
- 29 Internet created (1969)...drawing for free Internet service for a year.
- 30 Tone your Bones...celebrate Charles Atlas' Birthday (1893) with a body-building or weight-lifting contest at the fitness center
- 31 HALLOWEEN! (see back)**



- 31 Deadline for All Army Digital Photo Contest entries to DA level

COOL EVENT IDEA...

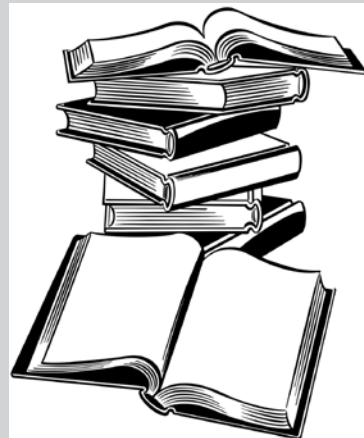
Fall for Books Festival

The cold days are coming and it's time to stock up on all those books you want to read but haven't gotten around to. Work with your library to turn a day or a weekend into a celebration of literacy!

- Book Fair or swap in the club or Recreation Center: Invite local used book dealers, libraries and the public to set up a booth. If you have local authors, invite them to speak and/or sign their books.

Include a comic books section and add a TV with seating for Anime or animated films and fans.

Don't forget your food and beverage opportunities. Serve popular coffee drinks a la your favorite bookstores! Add sandwiches and snacks.



- Encourage kids ages 6-12 to visit the library and create their own books in time to use as Christmas gifts.
- Host a film-fest of great books made into great movies.
- Storytelling: Not just for kids! Hold a storytelling contest. Start a storytelling game where someone starts and it goes around the room. (record it for fun!)
- Check out National Storytelling Festival ideas and events at www.storytellingfoundation.net/festival.
- Invite people to visit your library and enter to win a featured book every month...or offer a free coupon for a game of bowling with every book read this month.

It's not too soon to "think spring!"

October 2008

Sunday	Monday	Tuesday	Wednesday
			1
5	6	7	8
12	13 Columbus Day	14	15
19	20	21	22
26	27	28	29

Thursday	Friday	Saturday	
2	3	4	
9	10	11	
16	17	18	
23	24	25	
30	31 Halloween		

Customer Service Tip

October 5-11th is **Customer Service Week**—created to honor the people on the front line for their support. Communicate without email for a day – walk around and talk to your staff. Swap jobs for a day. Put up a “poster wall.” Use blank posters and post-its in customer areas for them to write and stick up any comments or ideas about your customer service.

October is...

Army Ten Miler... Every October America's largest 10-mile race, the Army Ten Miler, starts and finishes at the Pentagon and passes national treasures such as the Lincoln Memorial, the Capitol, and the Washington monument. A 200M Youth Run-Walk is also staged. Call (202) 685-3361 for more information.

National Boss Day... Put your boss up against his/her peers with a Jousting event. The boss sits in a rolling chair while someone pushes. Use a garden hose to joust with and a binder as a shield. Winner gets...what else...a “Boss” Springsteen CD. The boss who takes the most hits without falling off the chair wins. (This would be a fun BOSS single Soldier event.)

Halloween... BOSS, Arts & Crafts, Outdoor Recreation and Clubs...join forces to organize a trail of tricks and treats. Line the trail with Halloween lights. Have a variety of games for kids: pumpkin bowling, pumpkin toss, potato sack races, pin-the-tail on a jack-o-lantern and a bean bag toss. Have a Best Costume contest.

Upcoming Trade Shows

OCTOBER

14-18 NRPA, Baltimore, www.nrpa.org

NOVEMBER

8-11 International Hotel/Motel & Restaurant Show

4-7 SEMA (Specialty Equipment Market Assoc.) Trade Show & Conference, Las Vegas

16-21 Pacific SW Maintenance Mgmt School, Lake Arrowhead, CA

18-21 Global Gaming Expo, Las Vegas, www.globalgamingexpo.com

MORE COOL IDEAS...

4 Frugal Fun/Card Making... Gather your MWR team and plan a program of free or frugal activities: craft workshops, walks, \$5 lunch or dinner, fitness classes, bowling lessons and more. *Host a holiday card-making party. Play some Christmas tunes, serve holiday treats, watch a Christmas movie and create those holiday cards before the hustle and bustle of the season sets in.*

4-5 Canine Film Fest... Leaving no bones unturned doggone it, the Castro Theater in San Francisco salutes films starring four-footed pals—like “Old Yeller” and “101 Dalmatians.” Sports & Fitness kicks off the day with a 3k walk with your dog. Hold a pet fair, dog show, Frisbee toss and other events. Grill hot dogs and catfish! Sorry...no dogs at the movies unless they're outdoors.

13 Columbus Day Celebrated... Offer a variety of paellas, pastas and fishy culinary delights. Draw for a globe or local map books. ITR set up a booth with travel info on Spain and Italy. Run a tour if you're based overseas.

19 Financial Independence

Day... This is an actual week (3rd week in Oct), but celebrate on this night for your starving young Soldier crowd. Offer deep discounts. Bring in your bank or credit union as a sponsor and offer free appetizers for anyone who signs up for a checking account. Draw for a \$100 Savings Bond.



24 Pumpkin-Carving Contest... Have a local pumpkin patch set up shop in your parking lot so people can purchase them on-site and bring them inside to carve. Cover the carving area with tarps and sell hot cider and other snacks. Prizes for the winners. Check out www.Familycrafts.com for making Halloween Trick or Treat Loot bags.

31 HALLOWEEN... Hype your haunt! Flick or Treat movies or...Scary Story Open-Mic Night advertised in advance so readers can pick a good story. Turn off all the lights and have your DJ spin creepy sounds.



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For more information:

OFFICE USA 800-323-7363
Nick Ledanski
Director of Military Sales
Cell 847-977-5455
nickledanski@rosepacking.com

FROM OCONUS 001-847-381-5700
Dennis Eis
Military Sales USA
Cell 847-702-0060
denniseis@rosepacking.com

FAX USA 847-382-7756
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What's Happening in November 2008

DATES TO CELEBRATE

Military Family Appreciation Month **American Indian Heritage Month**

- 2 Begin a weekly Family Dinner Night at your club or restaurant on Sundays (see back)
- 2 Giant Omelette Festival (see back)
- 4 **ELECTION DAY USA (see back and Unit Party Kit at www.mwrpromotions.org)**
- 6 National Nachos Day...nachos bar!
Monday Night All-You-Can-Eat Wing Night
- 8 Pray for Snow Party (see back)
- 10 Sadie Hawkins Day
- 11 **VETERANS DAY (see back)**
- 12 National Pizza with the Works Except Anchovies Day...Combo that deluxe pizza!
- 14 Teddy Bear Day (see back)
- 15 America Recycles Day
- 16 Beaujolais Nouveau released
- 17 Take a Hike Day
- 21 Great American Smoke Out...*No Smoking...*
just a Lucky Strike promotion at the bowling center today
- 21-27 National Puzzle and Game Week...Send your staff to the thrift store to purchase old games. Offer free popcorn.
- 27 **THANKSGIVING (see back)**
- 29 Square Dance Day... lessons and a BBQ



Finalize Super Bowl and Valentine's events

November 7th is the deadline for Best Catered Event submissions!

COOL EVENT IDEAS...

Holiday Train Show & Hot Wheels Collectors' Swap

Invite artists and train collectors in your community to add a dash of holiday magic to your holiday events. Transform your club or Community Center into an enchanting world with their replicas of towns and villages decorated for the season!



- Sell or swap Hot Wheels cars and trains.
 - Invite local auto dealers to display "hot" cars.
 - Invite your Arts and Crafts staff and patrons to create buildings and landscapes of your community or installation for use on the train display.
 - Invite AAFES to sell trains, model cars and Hot Wheels.
- ...Other holiday fair ideas**
- Reindog Parade: Best Dog/Owner Look-alikes, Overall Holiday Costume, Best Puppy in Costume...you get it. Add hot cider and gingerbread cookies...and dog biscuits!
 - Story time: "The Little Engine That Could" or show the movie "The Polar Express."

- Hold a Cookie Swap or Ornament Exchange.

- DIY for the Holidays: Check www.diy.com for exciting holiday craft, decorating and entertaining ideas. Hold workshops where Families can build houses out of gingerbread, make ornaments, create wreathes. Contest for the best handmade ornament or gingerbread house.

November 2008

Sunday	Monday	Tuesday	Wednesday
2	3	4	5
9	10	11 Veterans Day	12
16	17	18	19
23	24	25	26
30			

Thursday	Friday	Saturday	
		1	
6	7	8	
13	14	15	
20	21	22	
27 Thanksgiving	28	29	

Management Reminder

This month...thank your customers by sending them home happy -- happy enough to pass along positive feedback about your business to others who may try your product or service. Throw in something extra—a coupon for a discount, information on how to use your equipment, or a genuine smile. The gesture doesn't have to be large to be effective.

November is...

National Apple Month...Treats include hot apple cider, caramel apples, apple pies, apple fritters and even apple martinis. Hold an apple pie recipe contest, add some all-American music—country, rock and roll or Dixieland—square dancing or line dancing.

Military Family Appreciation Month...

Kick it off with Sunday Night Family Dinners and a Gingerbread House Making Event. Invite Families. (Take reservations so you have enough house kits). Plan a craft class at the Recreation Center where participants learn to make unique holiday decorations. Partner with Outdoor Recreation to conduct nature hikes for gathering materials for the decorations.

BPAA Holiday Bowling Pin Decorating

Contest...Offer a unit competition or invite all customers to purchase used bowling pins and take them to decorate (draw, paint, etch, carve – whatever) with an appropriate holiday theme. You select a winner, award them with a prize and submit a photo of that winning pin for a chance to win \$5,000. Details at www.bpaa.com.

Upcoming Trade Shows

NOVEMBER

4-7 SEMA Trade Show, Las Vegas

16-21 Pacific SW Maintenance Mgmt School,
Lake Arrowhead, CA

18-20 Global Gaming Expo, Las Vegas

DECEMBER

4-6 Athletic Business Conference, San Antonio

9-12 Military Librarian's Workshop, Monterey, CA
www.units.sla.org/division/dmi/conference2.html

MORE COOL IDEAS...

2 Giant Omelette Fest...The Giant Omelette Celebration in Abbeville, LA is a two-day event to build the world's largest omelette. Let yours be a Sunday Brunch featuring Cajun omelettes and other low-country specialties. Add an arts and crafts fair and Cajun music.

4 Election Day Party...

Decorate in red and blue and let patrons pick their party! Hold contests to predict which States will go to the Democrats and which to the Republicans. Stay open all night for late returns and those who want to know who will take over as our 44th President. Offer a morning election day celebration breakfast.



8 Pray for Snow...The Pray for Snow Party is Sierra-at-Tahoe Resort's annual salute to winter. Event includes the famous snow-calling contest where competitors sing, dance and rap to get Mother Nature's attention. Serve snow cones with flavored liqueurs. Invite Outdoor Rec, ITR and AAFES to set up displays of equipment and winter ski trips.

11 Veterans Day...Honor America's military heroes today. Don't forget your police and firemen! Hold a military-themed swap meet featuring video games, books, art prints, toy soldiers. Display restored military vehicles. Best military photo contest. Plan a "Family memento" evening at Arts and Crafts and make a scrapbook or Family photo album that can be mailed to deployed spouses.

14 Teddy Bear Day...Find 100 ways to celebrate the teddy bear's 100th anniversary at www.teddybearfriends.com

23 THANKSGIVING...Invite customers to let your club do the cooking...for take-out or for Family dining in. Reservations required!

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Richard Mueller, Tel: (845) 942-1825 Fax: (845) 942-1815
Valari Szall, Tel: (719) 748-1280 Fax: (719) 748-1089

What's Happening in December 2008

DATES TO CELEBRATE

- 1 First gas station (1913)...Win a \$50 gas card
- 1-30 BINGO Birthday Month (1929)
- 4 National Cookie Day (see back)
- 5 International Volunteer Day
- 6-7 Holiday Ale Fest...Indoors or out!
- 6-20 Operation Santa Paws...work with your vet clinic!
- 10 Nobel Prize Awards (see back)
- 12 Gingerbread House Day...Class to make 'em, then display em! Contests for most creative.
- 12 Golf Tee Patented (see back)
- 13 Feliz Navidad (see back)
- 16 Chocolate Covered Anything Day
- 17 Wright Brothers' Day...Celebrate all that can fly with a paper airplane festival
- 18 Baseball legend Ty Cobb's Birthday... Special Thai-Cobb Salads today!
- 21 Winter begins...Hot drinks on the menu
- 25 CHRISTMAS**



- 26 Kwanzaa begins...Hanukkah begins
- National Whiner's Day (see back)
- 28 Card Playing Day (see back)
- 29 Deadline to submit application for Army Soldier Show performers and technicians
- 31 NEW YEAR'S EVE** Berlin Run (see back) or *First Night Celebration*

Finalize Your Inauguration Day Party for January 20th, 2009

COOL EVENT IDEA...

Winter Fun Fest

Celebrate winter & Winter Solstice with a wonderland full of ideas! Host a "Bavarian Village" with a variety of winter events:

- Great Frisbee Sweep...A true test of coordination. Sweep a Frisbee from one end of the street or parking lot to the other, keeping the Frisbee under control at all times.
- Snowball Toss...A new version of the egg toss or the water balloon toss.
- Bavarian Mug Relay...Teams of two run through an obstacle course carrying large mugs of water. (Save the beer for later!)
- Tug O'War...Maximum of 7 people per team. Leather gloves required...but no spiked shoes allowed.
- Ice Magic Ice Carving Contest...Teams of carvers are given blocks of ice, which they must transform into world-class ice sculptures. Invite local chefs to compete.
- Frozen Turkey Bowling inside or out.
- "Freeze your Gizzards" 5k Blizzard Run or walk... or cross-country ski event.
- Later in the day, get your snowshoes off and your dancing shoes on! Warm up with some great music and hot beverages!
- Hold a "Winter Wonderland" cocktail party. Primp your club in silver and white: silver lanterns, silver star garlands and white feather boas. Serve champagne cocktails and white cranberry cosmos. Tempt guests with ice cream "snowballs" rolled in sprinkles, nuts and silver balls. More at www.plumparty.com.

December 2008

Sunday	Monday	Tuesday	Wednesday
	1	2	3
7	8	9	10
14	15	16	17
21	22	23	24 Christmas Eve
28	29	30	31 New Year's Eve

Thursday	Friday	Saturday	
4	5	6	
11	12	13	
18	19	20	
25 Christmas	26	27	
			

Team-building Tip

Before things get too hectic, have a caroling party with your staff. Dress warmly and meet at the Music & Theater activity to warm up those voices. Visit the housing area and other MWR activities open at night. Walk in as a group singing. Warm up at the club with some hot beverages at evening's end. This party is not only a great way to increase teamwork for your employees, it is also an excellent form of advertising for your club.

Car Care Winter Tip...

Invite your patrons to keep an emergency kit in their vehicle which includes a cell phone, de-icer, washer fluid, a good ice scraper, blankets, snacks, bottled water and warm clothing. Hold a drawing for a kit. Check with your Automotive Skills Center for more winter vehicle care tips.



Upcoming Trade Shows

DECEMBER

4-6 Athletic Business Conference,
San Antonio

9-12 Military Librarian's Workshop,
Monterey, CA

JANUARY

27-30 The Special Event Show, San Diego

**29-31 PGA Merchandise Show & Armed
Forces Golf Manager's Seminar,**
Orlando

(TBA) **All-Army Bowling Championships**

(TBA) **Kissimmee Military Marketing
Seminar**

FEBRUARY

**24-28 CaterSource/IMCEA Catering
Conference,** Las Vegas

(TBA) **Eastern Sports and Outdoor Show**
www.easternsportshow.com

(TBA) **Nightclub & Bar Show**

MORE COOL IDEAS...

4 Cookie Day...Free cookie with every meal and/or a Holiday Cookie Decorating Night at the Recreation Center. Invite FRG groups to participate and box up cookies to send to deployed Soldiers.

10 Nobel Bar Prize...This is Nobel Prize Award Day. Hold an awards night for your bar with a twist on the nominations: "Best Karaoke Singer," "Most Likely to Spill a Drink" or "Best Tipper."

13 Feliz Navidad...Push your Latin brands! Dress your place in tropical décor and hire a Latin band or DJ for the night. Offer Latin dance lessons. Specials on tequila are a must. Serve Latin appetizers and sandwiches.

12 Send a golf tee...Mail Christmas cards to all your golfers. Include a golf tee or other small items and a discount coupon for a Christmas sale.

21 Winter Solstice Shindig...Everyone throws parties on New Year's Eve. Be daring and celebrate the shortest day of the year... also the longest night instead! Mix it up with a "Winter Wonderland Cocktail Fest." Decorate in silver and white-silver lanterns, silver garlands and white feather boas. Serve champagne cocktails and white cranberry cosmos in disposable plastic flutes and martini glasses. Tempt guests with ice cream "snowballs" rolled in sprinkles, nuts, coconut and silver balls.

26 Whiners Day...Throw a "Whine and Cheese" tasting event. Pair new world wines with their old world counterparts and let patrons compare. (i.e. a German Riesling with a California counterpart). For munchies, put out an assortment of cheeses, interesting breads and crackers.

28 Card Playing Day...Plan a Texas Hold 'Em tournament (or Spades...or Bridge) at your Club or Recreation Center. Offer lessons for popular card games.

31 New Year's Eve Run...Clowns, musketeers, prisoners and devils take to the streets of Berlin (Germany) exactly 12 hours before the year ends for the city's annual New Year's Eve Run. The coveted trophy goes not to the fastest runner, but the best costume.

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January 2009

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What's Happening in January 2009

DATES TO CELEBRATE

Inauguration of the 44th President

January 20th, 2009

International Year of Astronomy

1 NEW YEAR'S DAY (see back)

1-30 Lose Weight & Feel Great Month (see Cool Ideas)

1 Orange Bowl & Rose Bowl Games

2 Sugar Bowl Game

National Science Fiction Day

4 National Spaghetti Day

Trivia Day (Trivial Pursuit anyone?)

5 Fiesta Bowl Game

6 33rd Anniversary – Wheel of Fortune (see back)



8 BCS National Championship Game (Miami)

8 Elvis Presley Birthday celebration at Graceland
Elvis Karaoke and Film Fest

9 Antiques Roadshow Anniversary (see back)

10 Where's the Beef Day & George Foreman's
Birthday (see back)

7-11 Thank Your Customers Week

17 PGA Founded...PGA turns 81. Appetizers at
the golf course for 81 cents

19 MARTIN LUTHER KING HOLIDAY (see back)

**20 PRESIDENTIAL INAUGURATION DAY
(see back)**

28 California Whale Fiesta (see back)

30 Thirty Live Parties (see back)

Finalize your Super Bowl Party!

Get your grills ready for summer fun!

COOL EVENT IDEA...

Lose Weight & Feel Great!

The holidays are over and so are the excuses. Help your patrons with their diet resolutions by offering some fun fitness promotions and programs!

- Design a menu of low fat soups, salads, sandwiches on whole grain breads; hot and spicy items, green tea...to boost slow metabolisms. Whole grain pasta options on National Spaghetti Day (the 4th).

- Encourage your patrons to Mambo their way to a healthy heart. Offer dance instruction or purchase one of the new dance videos and kick off dance promotions this month. January 8th is Elvis' birthday...an apropos day for a Rock and Roll marathon.



- Trade in the sneakers and strap on the snowshoes! Begin a series of *Winter Walks*... or cross-country ski events in cooperation with your club or restaurant... who will warm them up afterwards or along the route with hot beverages.

- Drawing for a free week with a trainer, a massage, a week's worth of salads!

- Begin a Year-Long Fitness Challenge. Challenge your installation or units to lose a TON of weight; walk, run or bike around the world; or one year of other fitness activities. Create a website to record the hours and pounds lost. Offer monthly pointers and prizes for most pounds lost, most miles walked and biked, and hours of other fitness activities (dance, housework, run, etc). saic.ncifcrf.gov/fitnesschallenge/default.asp

- Come out of hibernation and do something delightful while the weather is frightful. Hold a snowman building contest or ice sculpture contest in your parking lot.

January 2009

Sunday	Monday	Tuesday	Wednesday
4	5	6	7
11	12	13	14
18	19 Birthday of Martin Luther King, Jr.	20 Inauguration Day	21
25	26	27	28

Thursday	Friday	Saturday	
1 New Year's Day	2	3	
8	9	10	
15	16	17	
22	23	24	
29	30	31	

Management Tip

The first month of the new year...an opportunity to delete the mistakes from last year and form a clear picture of what "success" will look like for you and/or your organization this year. Put your plan in writing—what you want to achieve and how you plan to pull it off. Take actions to move towards success. You have 52 weeks left to work with. Get your team together to strategize. Use your MWR Planning Calendar for ideas and to schedule promotions.

January is...

Winter Beer Fest time...Time to change to warmer clothing, change sporting events, eat heartier foods, and change your beer! Get rid of that "same beer year-round, served ice-cold, good with any food" mentality and give your customers some heartier winter brews. Send out a news release announcing the arrival of new winter beers. Offer an impressive menu of munchies, breads and cheeses, and beer-battered appetizers. Offer samplers or "flights" of these new beers for customers to try. Invite brewers in to talk about their beers. Host special beer-food pairing dinners.

National Hobby Month...Help your patrons develop some new skills and interests this winter with painting, scrapbooking, jewelry-making, auto craft skills, woodworking, photography, reading, performing arts and other classes or contests.

Upcoming Trade Shows

JANUARY

Army Bowling Championships

27-30 The Special Event Show, San Diego

29-31 PGA Merchandise/Armed Forces Golf Course

Manager's Seminar, Orlando

(TBA) **Park and Recreation Maintenance**

Management School

(TBA) **PPFA (Picture Framers Association Conference)**

FEBRUARY

24-28 Catersource/IMCEA Catering Conference,
Las Vegas

(TBA) **Nightclub & Bar Show**

(TBA) **Eastern Sports & Outdoor Show**

MORE COOL IDEAS...

1 New Year's...New Year's Day is full of traditions—Rose and Sugar Bowl games on TV, resolutions, and eating certain foods to bring good luck. Turn on the games and set out a buffet designed to bring luck to all your guests. Include pork, sauerkraut and black eyed peas, cornbread, macaroni and cheese, herring salad, German marzipan pigs and any other "good luck" foods traditional to your market. Maybe your teams will win!

3 Orange Bowl...Turn your bar into a Miami tailgating party. Run specials on screwdrivers, and put a bowl of oranges on each table for a little special flair.

6 Wheel of Fortune...Vanna and Pat look-alike contest. Spin the wheel for prizes!

9 Antiques Roadshow...Celebrate 11 years of treasure-hunting with an antique extravaganza! Invite local appraisers and your customers to bring their treasures for a free appraisal. Perfect wine and cheese event.

10 Where's the Beef Day...It started with the Wendy's commercial. It's also George Foreman's birthday. Perfect pair-up for a Steak Night with one of George's grills as a door prize.

17-20 2009 Presidential Inauguration...

Turn your ballroom into a "black tie" event open to both parties...to welcome the new Commander-in-Chief. If you've started "Thirty-Live" parties for your 30+ crowd...move up their party this month.



18 MLK Gospel Brunch...Offer some heritage to your Sunday brunch by inviting gospel choirs to perform. Sell tickets in advance. This is a sure way to boost slow, Sunday sales any weekend. Offer brunch and the enjoyment of area gospel choirs or other music to patrons for a set ticket price.

28 Whale Fiesta...Join in the Cabrillo, CA whale lovers festivities with a Duct Tape Whale Sculpture Contest of your own. Add music and seafood and whale tales!

Better Meats. Better Meals. Better Menu.



Heat and Serve to Rave Reviews

Enjoy succulent pieces of our fully cooked pork shoulder roast with minimal preparation time. Conveniently packaged in individual 2.5 lb bags and ready to serve, this is a product that not only saves time, but one that serves up cost savings as well by virtually eliminating the excess. Pair with our tangy Rose BBQ sauce for a tasty treat, or make it your own with your signature sauce.

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Nick Ledanski
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Cell 847-977-5455
nickledanski@rosepacking.com

FROM OCONUS 001-847-381-5700
Dennis Eis
Military Sales USA
Cell 847-702-0060
denniseis@rosepacking.com

FAX USA 847-382-7756
Pam McManaman
Military Sales Assistant
FAX 847-382-7756
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JimN@PlayworldSystems.com



What's Happening in February 2009

DATES TO CELEBRATE

Black History Month

National Wedding Month

National Blah Buster Month

- 1 Super Bowl...Tampa, FL (see back)
- 1 Oxford English Dictionary published (1884)
Spelling Bee or Scrabble Tournament might be in order!
- 6 "Pink Panther 2" movie release...Time for a treasure hunt!
- 7-14 Great American Pizza Bake
- 12 Darwin Day (see back)
- 14 **VALENTINE'S DAY** (see back)



- 15 NBA All-Star Game (Phoenix)
- 15 Burger Lovers' Day
- 16 **PRESIDENTS' DAY**
- 17 Daytona 500
TVs go digital (see Cool Event)
- 18 National Battery Day (Car care promo)
- 20 National Cherry Pie Day
- 21-27 Annual Clam Chowder Cook-off
- 20-22 Bassmaster Classic (see back)
- 23 National Chili Day
Photo of Marines at Iwo Jima (see back)
- 24 Mardi Gras (see back)
- 25 Go Bowling Day
- 25 Pistol Patent Day (shooting range promo)
- 28-9 Mar Daytona Bike Week (see back)

**Plan that unique Summer Fest now—
check August tab for ideas!**

COOL EVENT IDEA...

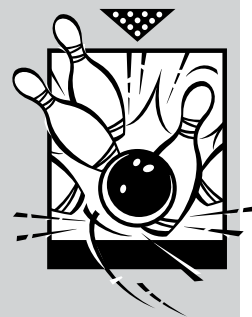
Do it Digital!

Congress mandated that February 17, 2009 would be the last day for full-power television stations to broadcast in analog. After February 17, 2009, full-power television stations will broadcast in digital only.


Offer your patrons a chance to win a big screen TV at the end of the month via your MWR promotions. Work with AAFES or other sponsors to provide the television.

Give entry forms for...

- Bowling games bowled.
- Booking a catered event in one of your facilities.
- Books checked out and read from the MWR library on post. (1 entry per visit).
- Meals eaten in your MWR food and beverage snack bars and clubs.
- Equipment checked out at Outdoor Rec.
- Fitness classes taken or workouts at the gym.
- Visits to your Auto Crafts or Arts and Crafts to learn a new skill
- Play a round of golf...if your course is open. Or, make a purchase in your pro shop.
- Participating in Bingo...BUNCO®...Wii or wine-tasting...or other event at your club.
- Attending one of your music and theater productions...taking a music or singing lesson.



February 2009

Sunday	Monday	Tuesday	Wednesday
1	2	3	4
8	9	10	11
15	16 Presidents' Day	17	18
22	23	24	25
			

Thursday	Friday	Saturday	
5	6	7	
12	13	14 Valentine's Day	
19	20	21	
26	27	28	

Customer Service Tip

If a customer makes a request for something special, do everything you can to say yes. The fact that a customer cared enough to ask is all you need to know in trying to accommodate him/her. It may be an exception from your customer policy, but (if it isn't illegal) try to do it. Remember you are making one exception for one customer, not making new policy.

February is...

The Super Bowl of Bass Fishing...is coming to Shreveport-Bossier City. The Bassmaster Classic will be held on the Red River, LA, 20-22 Feb. This spectacular three-day event is complete with a theatrical presentation of the weigh-ins, vendors and food attractions. Can't make it to LA? Hold your own bass fishing event.

Wedding Month...Bring in the vendors and bring out the brides! Hold a Wedding Fair and showcase what's new in wedding trends. Show off your party rooms and let them sample your food. Take them "beyond blanc" with linens and ethnic themes. Provide them with one of the Wedding Planner Guides from FMWRC if they book their wedding with you.

Library Lovers' Month...Warm up with a good book promotion...sell bundles of romance novels for \$1/bundle.

Upcoming Trade Shows

FEBRUARY

18-20 Edith Upchurch Innovative Programming Forum, Eatonton, GA
24-28 Catersource/IMCEA, Las Vegas (TBA) **Eastern Sports & Outdoor Show** (TBA) **Nightclub & Bar Show**

MARCH

1-3 The Pizza Show, NY www.thepizzashow.com
10-12 Int'l Pizza Expo, Las Vegas pizzaexpo.com
15-18 Int'l Sign Assn Show, Las Vegas
23-30 National Aquatic Conference, Houston (TBA) **Bingo World** www.bingoexpo.com (TBA) **ITR/ITT Seminar at Sea**

MORE COOL IDEAS...

1 Super Bowl...There's never a better excuse to get together, yell at the TV and eat everything that isn't nailed down. Deck out your club or rec center to rival the stadium...cover table surfaces with astro-turf and put out a spread that would make Homer Simpson drool! Serve chips and dips, nachos and salsa, six-foot subs, ribs and pizza cafeteria-style. The kicker? A hot dog bar with homemade chili and all the fixin's. Or, hold a Wing Bowl...a home-grown sauce-slobbering wing-eating contest like those folks in Philly do! Add a "Who will win the battle of the commercials" contest.

12 Darwin Awards...Celebrate those who will share the dumbest thing they've ever done. Vote for the winner. For more information, visit www.darwinawards.com.

14 Valentine's Diva Day...Break out the Diva bling and glam up your attire for a spectacular night! Wear em' if you got em'. If you don't ...pick some up at a *Happy Hour Jewelry Swap*. Offer fab appetizers, entertainment and décor. Make jewelry the theme of a Valentines Couples BUNCO® event.

21 Annual Clam Chowder Cook-off in Santa Cruz...Hold a recipe contest with 2 categories—Boston and Manhattan. Offer special chowder and salad menu at the club or snack bar.

23 Marines Raise the Flag at Iwo Jima... and Marine photographer Louis Lowery captured the event (1945). Good day to kick-off a military photo contest.

24 Mardi Gras...Don't forget the one unique food of the Carnival season—the king cake. Find the plastic baby tucked inside and win a prize. Cakes can be ordered online and shipped to your club.



29 Daytona Bike Week...

Kick-off the motorcycle rally season with one of your own. Offer a bike show, demo rides, music, food and beverage, and a local rally.



The Natural



As the most recognized and fastest-growing natural brand,¹ Kashi® products provide simple foods that taste great.

Kashi Company's all-natural products help satisfy the needs of a health conscious lifestyle. Our full-line of wholesome goodness includes cereals, oatmeal, granola bars and granola snack pouches.

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We help MWR Catering Managers deliver Five-Star Service!

A one-stop source for ideas, information, menus, advertising and marketing services—even a web store where you can easily order business cards and other printed materials.

www.armyfivestarcatering.com



The website is under constant development to expand and add services. Check back often to see what's new!

What's Happening in March 2009

DATES TO CELEBRATE

This Month is March Madness!

Family Fun Month

National Crafts Month

- 1 National Pig Day (see back)
- 2 Martini Madness Mondays (see back)
Old Stuff Day...Flea market time!
- 4 High Energy Wednesdays (see back)
- 5 Hula Hoop invented (1963)...Who can spin the longest?
- 8 International Working Women's Day
- 8 Daylight Savings Time begins at 2 a.m.
- 13 Friday the 13th...Triskaidekaphobiacs born today get a free lunch or game of bowling
- 15 National Artichoke Hearts Day...pizza special!
- 17 **SAINT PATRICK'S DAY!**



- 19 March Madness begins--NCAA Opening Round
- 20 Spring begins
- 21 National Dance Day (see back)
Single Parent Support Day (see back)
- 29 National Quilt Day (see back)
- 25 Greek Independence Day...Gyros and Greek salad specials today!
- 30 National Hot Dog Day and Walk in the Park Day (see back)
- 31 Al Gore's birthday...spice it up for global warming!

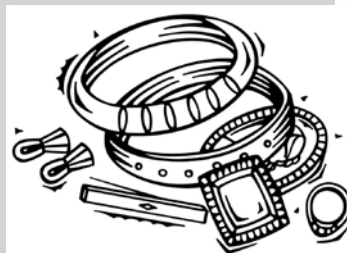
Plan your Cinco de Mayo Fest Now!

COOL EVENT IDEA...

March is National Crafts Month

Is it Art or just a load of craft? Offer unusual crafts classes that appeal to all ages and genders. Yes...real men do paint! Hold an Art vs. Craft Fair that features hip-and-trendy unusual arts and crafts. Stamping, textiles, beads, paper arts and scrapbookers. Forget the same old stuff and shake it up!

- Don't forget teens... who love jewelry! Check out what young celebrities are wearing and offer jewelry-making classes or items for sale in the \$15 or less price range.



- Another class for the younger crowd: Give your Jeans a Grunge Look...an opportunity to design their own t-shirts...or how to make ankle bracelets, friendship bracelets or Caribbean foot jewelry.
- Model building...robot building classes for boys! Build your own radio-operated planes and cars. Teach them to create their own mechanical marvels.
- Rehabilitation craft programs for returning Soldiers: programs such as whittling of toys, weaving, leather tooling, etc.
- Scrapbooking...of course! Pick a theme that ties into your installation and hold a contest for the best 5-10 page scrapbook. Offer a basket full of supplies or a gift card to a local craft store.
- Hold a quilting bee or a quilt show on the 3rd Saturday of this month... National Quilting Day. Or, make it a service day and work on a quilt for a cause.



March 2009

Sunday	Monday	Tuesday	Wednesday
1	2	3	4
8	9	10	11
15	16	17 St. Patrick's Day	18
22	23	24	25
29	30	31	

Thursday	Friday	Saturday	
5	6	7	
12	13	14	
19	20	21	
26	27	28	
			

Management Reminder

Its spring cleaning time...and time to turn that excess NAF property over to DRMO for sale. You'll get 80% of the sales proceeds...better than having it cluttering up your storage room! Do a walk-thru and check all equipment for needed repairs. Plan your CPMC budget.

March is...

National Nutrition Month...Help the spring dieters. Offer healthy salad menus and a lunchtime walking group that starts and finishes at your club. Pedometers after 5 salad purchases.

National Peanut Butter Month...Gourmet PB&J sandwiches on the menu this month. Offer a variety of specialty breads.

Red Cross Month...Hold a blood drive spearheaded by your BOSS Soldiers.

April Fool's Day...Don't forget to plan that April 1st foolery... now. Get your staff together and come up with something fun. Other ideas available from www.web-holidays.com or www.Party411.com

Income Tax Deadline...Promote a "Poor Boy" dinner next month on April 14th! Prize to customer with highest tax bill.

Upcoming Trade Shows

MARCH

1-3 **The Pizza Show**, NY, www.thepizzashow.com

10-12 **Int'l Pizza Expo**, Las Vegas, pizzaexpo.com

15-18 **Int'l Sign Assn Show**, Las Vegas

23-30 **National Aquatic Conference**, Houston

(TBA) **Bingo World** www.bingoexpo.com

(TBA) **ITR/ITT Seminar at Sea**

APRIL

(TBA) **MWR Library Training**

(TBA) **MWR Outdoor Recreation
Programming Training**

MAY

17-20 **NRA Show/IMCA**, Chicago

(TBA) **COMNAVBASE Military Ticket
Managers' Conference**

MORE COOL IDEAS...

1 National Pig Day...Feature squealin' hot BBQ combo deals. Put out pork rinds for snacking!

2 Monday Martini Madness Nights...Kick off each week with specialty Martinis and half-price games of pool or darts. Or...steal an idea from Fort Bliss and turn the occasional Monday into "Martini and a Manicure Night" for the gals.

4 High-Energy Wednesdays...Work with vendors to promote energy drinks. Offer crazy games—break out those hula hoops and see who can spin the longest. Vendors provide the prizes.

21 National Dance Day...Perfect day to host your own "So You Think You Can Dance" or "Dancing with the Stars" (and Stripes) competition. Select winners in different dance categories each week—Country Line Dancing, Hip-Hop, Latin/Salsa. Dance lessons for the worst dancers...dinner for the winners. Bring in instructors.

21 Single Parent Day...Create a "Single Parents Social Group" with monthly outings and events for the parent—some including kids. Sponsor parent-child day tours through ITR, events at the library, bowling packages. Supervise kids on the bumper lane to give parents an opportunity to socialize. Develop arts and crafts courses targeted at parent and child—ceramic painting, picture-taking, jewelry-making, etc.

29 Quilt Day...Organize an exhibit for your local library or recreation center. Exhibit quilts, quilting tools, books, etc. Organize a quilt history day or a quilt documentation project.

30 Hot Dogs for stellar students...

Work with teachers and develop a *Hot Dog Award* for talented students...redeemable for a free hot dog combo at your MWR club or snack bar.

Offer 1 hot dog free with one purchase if you join the walk celebrating "Walk in the Park Day" today.



AMERICA'S ARMY: THE STRENGTH OF THE NATION™



Army Family Covenant

We recognize...

- ... The commitment and increasing sacrifices that our Families are making every day.
- ... The strength of our Soldiers comes from the strength of their Families.

We are committed to...

- ... Providing Soldiers and Families a Quality of Life that is commensurate with their service.
- ... Providing our Families a strong, supportive environment where they can thrive.
- ... Building a partnership with Army Families that enhances their strength and resilience.

We are committed to Improving Family Readiness by:

- Standardizing and funding existing Family programs and services
- Increasing accessibility and quality of health care
- Improving Soldier and Family housing
- Ensuring excellence in schools, youth services and child care
- Expanding education and employment opportunities for Family members

Soldier Family Action Plan

- 2.1 Family Programs and Services
- 2.2 Access to Health Care
- 2.3 Soldier & Family Housing
- 2.4 Schools, Youth Services, & Child Care
- 2.5 Education and Employment
- 2.6 Soldier QOL
- 2.7 Supportive Environment



SOLDIERS * FAMILIES * ARMY CIVILIANS

ARMY STRONG.

AMERICA'S ARMY

2.6 Recreation and Quality of Life

"We are committed to providing Soldiers and Families a Quality of Life that is commensurate with their service."

Supporting Family members of deployed Soldiers with expanded recreation programs

- Expanded opportunities for participation in high adventure Outdoor Recreation Activities and Non-Facility Based Recreation Programs.
- Standardizing and increasing the quality of strength and cardio exercise equipment across the Army to prepare the body for the physical stress of the deployed environment and serve as a stress reliever for returning Soldiers and Families of deployed units.

Providing deployed Soldiers with recreation programs

- Small Unit Recreation Kits (sports equipment and games)
- Electronic Game Kits
- Theater-in-a-Box (large screen, DVD/Video Player, projection unit)
- Paperback book Kits
- Playaway Kits (Self-contained audio books no larger than an iPod)
- Service Level Kits (basic fitness, sports, and recreation equipment for Battalion sized elements)

Providing recreation programs for Wounded Warriors

- In conjunction with the World Class Athlete Program, FMWRC has introduced a Sports Program for Wounded Warriors who have been allowed to remain on Active Duty.

Expanded Better Opportunities for Single Soldiers (BOSS) programs

- An Army program designed to be the collective voice for single Soldiers through the chain of command.
- A program that concentrates on improving leisure and recreation opportunities for Soldiers and on community service projects within the local community to improve Quality of Life for every member of the Military community.

Developing high adventure recreation activities for Soldiers & Families

- Army Outdoor Recreation program centers are training Soldiers in high adventure skills such as rock climbing, mountain biking, white-water rafting, paintball, and scuba in a supervised and safety-conscious environment.

Live entertainment events at Army garrisons

- The Army Entertainment program provides entertainment "for the Soldier by the Soldier." The US Army Soldier Show produces over 100 shows annually.
- The Army concert series provides big name entertainment at affordable prices while providing a recreational outlet for Soldiers and Families to celebrate with the local community.

Cape Henry Inn joins the Armed Forces Recreation Centers—providing affordable vacation opportunities to all service members and their Families

Exceptional MWR programs for the Total Army Family!



SOLDIERS * FAMILIES * ARMY CIVILIANS

ARMY STRONG.



What's Happening in April 2009

DATES TO CELEBRATE

National Library Month

National Humor Month

PGA Free Fitting & Trade Month

- 1 April Fool's Day! (see back)
- 1 Baseball Opening Day (see back)
Nickelodeon Premieres (1979)...Bowling promotions available thru *Strike Ten*
- 2 National Peanut Butter & Jelly Day
- 4-6 NCAA Men's Basketball Final Four
- 4 Ballroom Dancing Day...Step right up!
- 5 Spamarama (see back)
- 6-12 Masters Golf Tournament, Augusta, GA
- 12 EASTER (see back)**
- 12-18 National Library Week
Read a Road Map Week
National Licorice Day (see back)



- 15 Income Tax Deadline
- 17 Birth of the Ford Mustang (1964) (see back)
- 18 San Francisco Earthquake
- 20-26 National Karaoke Week
- 22 Jelly Bean Day...How many in a jar on your counter for a prize today?
- 24-26 Stockton, CA Asparagus Festival (see back)
- 26 National Pretzel Day

Take a wine course & get ready for those fall promotions!

COOL EVENT IDEA...

Reading is Cool!

April is National Library Month, National Library Week (12-18th) and Read a Road Map Week (12-18th). With April showers keeping your patrons indoors, it's a perfect time for book-themed events!

- Hold a book swap and sale at the library or at another MWR activity. Sell coffee and donuts and set up some tables like the big box book stores do! Include comic books, computer software, and a story-telling section for kids.
- If you have local authors, invite them in to display, sell and sign their books.
- Promote your technology resources--DVDs, databases, audio-books, and videogames to teens. Encourage them to use the library's non-print resources for education and recreation, and to recognize that librarians are qualified, trusted professionals in the field of info technology.
- Hold a tall tales essay with the theme--"Why My Library Book is Overdue." Post entries in the library and invite patrons to vote. Award a magazine subscription or gift card to a local book store to the winner.

- Break out your "Books By You" software or order it from www.KnowledgeAdventure.com and invite children to create their own book. Draw for a hard-bound copy.

- Invite kid's best friend to the "Read to the Dogs" program. Include the military police with their working dogs. Children too young to read can share a 15-minute story with a canine volunteer. For information on this program contact the Sgt. Yano Library at Schofield Barracks.

April 2009

Sunday	Monday	Tuesday	Wednesday
			1
5	6	7	8
12 Easter	13	14	15
19	20	21	22
26	27	28	29

Thursday	Friday	Saturday	
2	3	4	
9	10	11	
16	17	18	
23	24	25	
30			

Management Reminder

Bring your MWR team together and start now to plan your fall, winter and holiday events. Order the Thanksgiving turkeys. Book your New Year's Eve band or D.J. Look at funds available to purchase holiday decorations. Contact your vendors and tap into their seasonal promotions. Use this calendar for some fresh ideas!

April is...

Month of the Military Child...MWR Open House to show off your coming summer programs, vacation ideas and trips through ITR and Outdoor Recreation. Arts and Crafts partners with Outdoor Recreation for a nature hike to collect plants and flowers. Come back to Arts and Crafts and create a Flower Press www.jas.familyfun.go.com.

PGA Free Fitting & Trade Month...Go to www.playgolfamerica.com for ideas and promotional support.

National Car Care Month...Spin-off from the popular *Pimp My Ride* TV show at Auto Crafts. Hold a contest to find the most deserving car and clean it up! Locate local car repair and painting companies to sponsor a new paint job or interior. Include a BOSS campaign for auto awareness and maintenance skills.

Upcoming Trade Shows

APRIL

(TBA) **MWR Library Training**

(TBA) **MWR Outdoor Rec Programming**

MAY

17-20 NRA Show/IMCA, Chicago

(TBA) **COMNAVBASE Military Ticket Managers' Conference**

JUNE

12-14 Billiard & Home Recreation Expo,
www.bca-pool.com

15-19 Bowling Manager Certification Training (in conjunction with Bowl Expo)

21-25 International Bowl Expo, Las Vegas

MORE COOL IDEAS...

1 April Fools--The Swiss Spaghetti

Harvest...In 1957 the BBC announced that thanks to a very mild winter that eliminated the dreaded spaghetti weevil, Swiss farmers were enjoying a bumper spaghetti crop. This is one of the top 100 April Fools Day hoaxes of all time. Get ideas for your patrons at www.museumofhoaxes.com/hoax/aprilfool/index

1 Baseball Triple Play...Prize during opening week, if the team featured on screen in your bar pulls off a triple play at home. Winners must be present to win.

7 Spamarama...In Austin, Texas thousands attend the "The Perpetual Pandemonious Party of Pork" cook-off; with both amateur and professional level entries and prizes for *Best Dish*, *Best Showmanship* and the stomach-churning *Worst Dish* category. Add a Spam toss and Spam carving for even more fun.

12 EASTER...Underwater egg hunt. Place plastic eggs with candy or toys of various weights in the swimming pool. Swim to various depths of the pool to collect the eggs.

12 Licorice Day...Celebrate this day with specials on licorice-flavored liquids: Ouzo, Jagermeister, Sambuca and others.

20 Boys and their Toys...This lends itself to car and truck shows, train shows, electronics, video games, power tools and more.

17 Mustang Day...Partner with a local Ford dealer to display shiny new Mustangs in your parking lot all day to entice passing traffic to stop in for a look. Make sure the cars are just for browsing — or you can open yourself up to a ton of liability. You provide the food and beverages. Coordinate with AAFES New Car Sales (overseas only).

24-26 Asparagus Festival...Serve it deep fried or grilled...white and green. Cooking demonstrations and, of course, a fabulous "Spear It" of the Valley wine and beer menu.

Better Meats. Better Meals. Better Menu.



Easy-to-Prepare Menu Selections are a Profitable Addition for any Foodservice Application

Fully cooked Canadian Style Bacon is all meat, with no fillers. It is exceptionally easy to prepare, and is **97% Fat Free**. Low fat content yields cooked product with virtually no loss due to shrinkage. **Rose Canadian Style Bacon** is a healthful alternative to traditional bacon. It is high in B vitamins and protein, but low in fat and cholesterol...and it has **NO CARBS**.

Rose Canadian Style Bacon is available as sticks or sliced in "Old Fashioned" (square) or Visk (round), packed with natural juices or water added. Other Canadian Bacon products include half-sticks, chunks, diced and a 1 1/2 inch diameter stick or sliced product.

For more information:

OFFICE USA 800-323-7363
Nick Ledanski
Director of Military Sales
Cell 847-977-5455
nickledanski@rosepacking.com

FROM OCONUS 001-847-381-5700
Dennis Eis
Military Sales USA
Cell 847-702-0060
denniseis@rosepacking.com

FAX USA 847-382-7756
Pam McManaman
Military Sales Assistant
FAX 847-382-7756
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(Yields 24 gallons per case)



12-32 oz. bottles



24-500 ml bottles



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14-51 oz. Instant Packet



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Valari Szall, Tel: (719) 748-1280 Fax: (719) 748-1089

What's Happening in May 2009

DATES TO CELEBRATE

National Photography Month
Bike & Motorcycle Safety Month
National Barbecue Month

- 1-7 Eat Dessert First Week (see back)
- 3 Kentucky Derby
- 4 National Scrapbook Day (see Cool Event)
Star Wars Day (see back)
- 4-9 Military Bass Fishing tourney (see back)
- 8 *Star Trek* movie to be released...Invite all your Trekkies to "beam aboard" at a special Starfleet party. Invite Jim Beam to sponsor.
- 9 Military Spouse Day (see back)
- 10 **MOTHER'S DAY**



- 12-18 Children's Book Week (see back)
- 13 First Academy Awards
- 15 Bike to Work Day
- 16 Armed Forces Day
- 20 Be a Millionaire Day (see back)
- 21 National Wait Staff Day (see back)
- 22 National Safe Boating Week begins & National Maritime Day...Work with Outdoor Rec to offer lunch-time water safety classes. Bring in a jet ski vendor.
- 23 Penny Day (see back)
- 25 **MEMORIAL DAY CELEBRATED (see back)**
- 24 Indy 500! 93rd running of the great race and 100th anniversary of the Indy Speedway!
- 31 Clint Eastwood's Birthday (see back)

Finalize 4th of July!

Check November for holiday ideas!

COOL EVENT IDEA...

Martini and a Manicure & Other Events for the Gals!

This month we recognize Moms and Military Spouses. Borrow an idea from Fort Bliss and host an all-out party honoring your female Soldiers & other women on your installation.

- Transform your club into a chic cocktail lounge with feather boas, ice sculptures, colored linens and other elegant décor. Then invite your female patrons to enjoy an evening of pampering.



- Charge a modest fee that includes one martini or beverage of choice, a manicure and a chance to indulge themselves. ACS may have funds to support the manicure costs.
- Hire AAFES or a local beauty college to offer manicures. Add cosmetic makeovers if you can find vendors to support it. Pass out perfume and cosmetic samples.
- Invite food and alcohol vendors to provide product. At Fort Bliss, McCain Foods supplied trendy appetizers and snacks for the ladies to sample. A dessert vendor would be a popular addition.
- Shoulder massages, a yoga class, speakers or fashion tips, cooking demonstrations... all would enhance the event.
- Host a BUNCO® game this month, with sponsored prizes or spa gift cards for the ladies.
- Plan a girl's night out at your Craft Shop or other location on Friday the 1st to celebrate National Scrapbook Day. Invite scrappers for a party with treats and store discounts.

May 2009

Sunday	Monday	Tuesday	Wednesday
3	4	5	6
10 Mother's Day	11	12	13
17	18	19	20
24	25 Memorial Day	26	27
31			

Thursday	Friday	Saturday	
	1	2	
7	8	9	
14	15	16	
21	22	23	
28	29	30	

Management Reminder

Nice things come in small packages! One of the most effective ways to build employee loyalty and commitment is by providing business cards... not to just a few employees, but to everyone who works for you. You can't create a team if only a few players are wearing uniforms.

May is...

Children's Book Week... Introduce young readers to new authors and ideas. Guess the Number of Books in the School Library contest. Don't panic... every librarian knows how many there are. Visit the Children's Book Council's website at www.cbcbooks.org for more information, ideas, and materials.

Take a Soldier Fishing... During the week of 4-8 May, the American Bass Anglers will host the Military Team Bass Fishing Tournament. For details go to www.militarybass.com

National Salad Month... Enhance your salad bar and invite patrons to build 'em as high as their plate can hold for a set price.

PGA Free Golf Lesson Month... Encourage your pros to give free 10-minute lessons this week. www.playgolfamerica.com

National Bike Week... Outdoor Recreation hosts a "Tour de Post" event, with 2-3 three different bike routes. Make it a Family event. Partner with local bike shops to give clinics on bike maintenance.

Upcoming Trade Shows

MAY

17-20 NRA Show/IMCA, Chicago
(TBA) **COMNAVBASE Military Ticket Managers' Conference**

JUNE

12-14 Billiard & Home Recreation Expo,
www.bca-pool.com
15-19 Bowling Manager Certification Training
(in conjunction with Bowl Expo)
21-25 International Bowl Expo, Las Vegas

MORE COOL IDEAS...

1-7 Eat Dessert First Week... Forget "lighten up!" Life is uncertain! It's "Eat Dessert First" Week--the perfect opportunity to showcase your dessert-influenced cocktails, delectable liqueurs and cordials.

1-30 Photo Month... Designate a weekly theme and send your photographers—digital or film—out to capture their best shots. Arts and Crafts do a "Day in the Life of (Garrison name)" photography exhibition. Let patrons vote for their favorites. Prizes might include free framing, a new digital camera or gift card to AAFES or a local camera store. Offer photo tours and classes this month.

4 The Force Be With You... Science Fiction or Trekkie swap meet. Video game tourney.

9 Military Spouse Day... Honor the backbone of the military today...and the entire military "Family" on the 16th (Armed Forces Day). Drawings for free Family dinners, Family bowling packages, ladies learn to golf package for a foursome. Hold a BUNCO® night at your club.

20 Millionaire Day... Random drawing for lottery tickets from all your patrons today. Offer a class on investments or starting a 401(K). ITR casino trip this weekend.

21 National Wait Staff Day... Customers vote for their favorite waiter, waitress or bartender from the 1st thru 21st.

23 Penny Day... Bowl one game and get the 2nd for a penny.

25 MEMORIAL DAY Celebrated... Pool party with volleyball tournament. Kick off a summer volleyball league at the club. Promote your catering program with picnic meals or BBQs to make summer entertaining easy.

"Make My Day" Party... Clint Eastwood film marathon. Dirty Harry Burger, Hogs Chops...no girly food here!

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David Ashby, 404-261-1689
David.Ashby@kellogg.com

Michael Strauss, 757-685-3324
Michael.Strauss@kellogg.com





- Utilize the Joint Services Prime Vendor program for 80% or more of your food and food supply purchases to maximize your savings.
- Take advantage of the manufacturer rebate programs and earn money back for Prime Vendor purchases.
- Create a login and password on the JSPVP website (www.jspvp.com) to see which manufacturers pay rebates.
- Use the "contact us" section on the website to provide feedback about the program.
- Check out the "news" and the "way ahead" sections for the latest program updates.
- Look for new manufacturers' pricing programs and standard buy opportunities that will save food costs for your operation.



For questions comments or additional information about the website or the JSPVP please contact:

Chris Naumann
Sr. Program Analyst
703-681-3844

Chris.naumann@us.army.mil

Judy Damico
Program Analyst
703-681-1918

Judith.damico@us.army.mil

What's Happening in June 2009

DATES TO CELEBRATE

International Men's Month

Women's Golf Month

- 1 Flip a Coin Day (see back)
Rocky Road Ice Cream Day
- 5-8 County Music Fan Fair (see back)
- 6-14 National Fishing & Boating Week (see back)
- 6 National Trail Day...Bag your own mix and take to the trails today! (see back)
- 7 National Chocolate Ice Cream Day
- 14 Flag Day & Army Birthday (see back)
- 18 International Picnic Day...dine outdoors
- 21 FATHER'S DAY**



- 21 Summer begins/National Ice Cream Day
- 23 Hula Hoop patented (1958)...Who can spin it the longest?
- 24 Swim a Lap Day--Let the pool party begin!
- 26 Bicycle patented (1819). Month long drawing for a new bike!
- 27 "Happy Birthday to You" composed (1859). Free dessert to anyone with a birthday today!
- 28 Paul Bunyan Day (see back)
- 29 Remote control introduced to USA. Add a potato bar...someone wins a couch and a wireless remote this week!
- 29 Camera Day...Contest for the best photo e-mailed to you today! Let your staff judge. Prize...a new camera or printer.

Look ahead to Thanksgiving & Christmas

COOL EVENT IDEA...

Big Boys & Their Toys

Every year, in Phoenix, Arizona, you'll find everything a man wants and dreams about over the Father's Day weekend. A favorite easy chair to relax in, a fine cigar, discovering a one-of-a-kind automobile or boat, better physical fitness programs, new home furnishings, a better golf swing, a hunting or fishing trip, and more!

This month, let's make Father's Day Weekend (or any weekend) a memorable Family event with a focus on Dads and other men in the community.

- Begin the day with a fun run, bike race or other challenge.
- Offer paragliding demos, helicopter rides, rock wall climbing events.
- Driving Schools and auto safety demos--work with a local insurance company or driving school.
- A car, truck, RV and boat show and sale.
- Home Cinema displays and other electronic equipment to demo or buy. Work with AAFES.
- Celebrity personalities and athletes sign autographs or give sports tips.
- A tire-changing contest.
- NASCAR race cars or the Army race car revving their engines.
- Gardening & outdoor living equipment and displays.
- Sportswear and apparel displays.
- Male makeovers, skin care and other grooming product demos for men.
- Career counseling and job fair.
- Cooking lessons...grilling tips
- Navigation/GPS challenges.
- A fishing derby or casting contest.
- BBQ or fish fry with lots of beer!

June 2009

Sunday	Monday	Tuesday	Wednesday
	1	2	3
7	8	9	10
14	15	16	17
21 Father's Day	22	23	24
28	29	30	

Thursday	Friday	Saturday	
4	5	6	
11	12	13	
18	19	20	
25	26	27	
			

Management Reminder

Now is the time to fill those fall bowling leagues. Make calls, mail coupons, run ads in your local paper. Don't forget to sell holiday parties at your bowling center.

Speaking of parties...send your catering sales staff out to offices, units and private organizations to book holiday parties in all your available venues. Where there's a room...there's a group to fill it!

June is...

Happy Women's Month & Womens' Golf Month...A great month to begin a monthly ladies' BUNCO® program at your golf course clubhouse and kick-off a ladies golf lesson promotion. Offer a different theme—food and prizes—depending on the season. One menu might be a salad and chocolate dessert bar—sure to please all the gals! Promote this through ACS, FRGs and local wives' clubs as a way for newcomers to meet friends. Provide free child care and make them even happier!

Fresh Fruit & Vegetable Month...Feature fresh fruits and vegetables to eat or to play with. Fruit smoothies to drink. Hold your own version of Spain's La Tomatino Tomato Festival and world's largest food fight. Feature a different fruit or vegetable on your menu each week in June—or throughout the summer.

Upcoming Trade Shows

JUNE

12-14 Billiard & Home Recreation Expo,
www.bca-pool.com

14-17 Special Library Association

15-19 Bowling Manager Certification Training
(in conjunction with Bowl Expo)

21-25 International Bowl Expo, Las Vegas

JULY

9-15 American Library Association, Chicago
www.ala.org

(TBA) Crafts & Hobby Association Convention

MORE COOL IDEAS...

1-7 National Fishing Week...Take a friend fishing or hold a Fish Fest at the Rod & Gun Club. A week-long contest to win a fishing rod and reel... with entries at both outdoor rec and your club or snack bar. Hold a fishing derby or a casting contest. *Offer a Catch of the Day...*have patrons fish for a prize or a discount. Give kids a snack pack of Goldfish crackers with every meal.



1 Flip a Coin...Give patrons 2 choices on what they'll pay today or a discount amount. Heads is one price or discount amount...tails the other.

5-8 CMA Music Fest...Join thousands of Country music fans for 4-days of concerts, meet the stars ops and friendly sports competition. Can't make it to Nashville? Hold a CMA Fest of your own earlier in the summer, with a drawing to send lucky winners to the big event. Work with ITR for tickets.

6 National Trails Day...Download the "National Trails day" Event Manual and learn step-by-step ideas, promotion and more. www.americanhiking.org

14 Flag Day Golf Tourney...Handicap determines how many strokes you'll be allowed. Participants are given a small flag with the total of their handicap and the par of your course. After players have hit their handicap plus the course's par, no matter where they are on the golf course, they place their flag. The person with their flag the furthest along is the winner. Make it a Dad's Day Event and celebrate on the 21st.

28 Paul Bunyan Day...Weight lifting contest at the fitness center. Log splitting or log rolling contest at Outdoor Rec. Prize for the biggest shoe size (Babe's hoof prints created Minnesota's lakes you know!)

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July 2009

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DATES TO CELEBRATE

National Grilling Month *Hot Dog & American Beer Month*

- 1 First US postage stamps (1847) (see back)
- 1-2 Blueberry Festival
- 4 **FOURTH OF JULY (Holiday on the 3rd)**
National Country Music Day



- 6 Sylvester Stallone's Birthday (see back)
- 8 Video Games' Day
- 7 Chocolate Day & Strawberry Sundae Day
- 8 First passport in 1796 (see back)
- 6-12 Take Your Daughter to the Course (see Cool Idea)
- 12 Teddy Bear's Picnic (see back)
- 13 National French Fries Day...super size!
- 18 USA's 1st 18-hole golf course opened
National Ice Cream Day
- 20 First man walks on the moon (1969)
- 22-29 National Salad Week
- 24 Amelia Earhart Day (see back)
- 28-29 Gilroy Garlic Festival (see back)
- 28 Hamburger created...Celebrate America's
most popular food with a topping's bar
- 29 National Lasagna Day...Lasagna dishes from
traditional to Tex-Mex to vegetarian
- 30 Henry Ford's Birthday (1863) (see back)
- 31 J.K. Rowling's Birthday (see back)

***Check November Ideas –
Buy Your Board Games Now!***

COOL EVENT IDEA...

Family Golf Tees
June is Family Golf Month, Take Your Daughter to the Course Week and the celebration of the opening of the 1st US 18-hole golf course.

Family Golf Tees

- Create nine holes on your course where beginners, youngsters, parents, and grandparents can play together with ease.
- No hole should be longer than 150 yards.
- Make it a fun – Family event!
- Have a Family cookout after the round.
- Give something to everyone--a logoed golf ball, golf club, hat, rule book, golf tees--as a reminder of how fun golf is.
- Videotape the event and play it back for the participants while they eat after their round.
- Promote Family Golf Leagues, Kids Play Free, Family Golf Schools, and future Family Golf Play Days.
- Consider offering golf class discounts for everyone who has participated that day (i.e. \$20 off of a multi-week Family golf instruction program).

Take Your Daughter to the Course Week!

- Offer a free greens fee to young ladies accompanied by a paying adult all during the week, and at least one free clinic.
- Make it a "Mother-Daughter" golf outing followed by a "tee party" at the golf club. Serve a variety of flavored iced and hot teas, sandwiches and pastries.

Bring Your Kids to the Golf Range

- A great Family activity can be to go to the golf course driving range and hit a few buckets of balls. From learning to grip the club to a high-tech lesson, going to the range can be a great day or night out for Families.

July 2009

Sunday	Monday	Tuesday	Wednesday
			1
5	6	7	8
12	13	14	15
19	20	21	22
26	27	28	29

Thursday	Friday	Saturday	
2	3 Independence Day (Celebrated)	4	
9	10	11	
16	17	18	
23	24	25	
30	31		

Customer Service Tip

Work with your Marketing Office or hire a contractor to conduct Mystery Shopper visits to all your MWR activities. Don't forget your Catering Program. Holiday party bookings are right around the corner and it's a good time to see if they are out selling or up-selling their catering menus. Reward good employees for doing it right. If there are things that can be done better, now is the time to get your programs in shape!

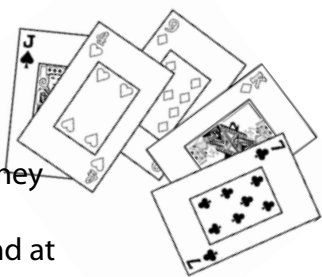
July is...

National Park and Recreation Month... Use this month draw attention to the importance and varied benefits of recreation to Soldiers, civilians and Families. See program ideas at www.nrpa.org

National Grilling Month... Get fired up! If your facility has a patio and a grill, this is the month to fire it up and offer some grill specials. No patio? Set up in your parking lot. Move some tables, string some lights and banners...turn up the boom box and up the ante from standard hot dogs and burgers. Add grilled vegetables, lamb burgers, salmon steaks and burgers, chicken sausages and steaks. Have finger-lickin' flame-broiled fun!

Tour de France Month...

Instead of a bike race, hold a poker run. Cyclists travel from the starting point to four card stops on the trail where they pick up one playing card. The player with the best poker hand at the finish wins. Cyclists can choose any route to get to the card-stops, because this is not a race.



MORE COOL IDEAS...

1 First stamps on sale... Stamp and coin show. Art contest to design the best 2009 stamp. Appraisals and lectures at the library.

4 FOURTH OF JULY... Red Wine & Blues Festival. (Federal Holiday on Friday, July 3rd)

6 Rocky's Birthday... Wii Boxing tournament or Rocky movie marathon. Serve Rocky Road ice cream and Philly cheesesteaks...what else!

8 First Passport... Do you look like your photo contest or, hold a contest to see who has the most stamps on their passport.

12 Teddy Bear's Picnic... When you go out to the woods today...bring your favorite bear! Sponsor a picnic lunch with bouncy castles, bear swaps, strolling teddy bears, story-telling and, of course, Teddy Grahams and Gummy Bears! Team up with the library for some great bear tales.

23 Stay Cool in the Pool... While the guests are chilling...have the club do some grilling! No kids at the pool or party after 9 p.m.

24 Find Amelia Earhart... Stage a radio controlled or model airplane show. Hold a GPS event or treasure hunt to find "Amelia's plane." Give clues or coordinates to participants and a prize for the one who makes the rescue.

28-29 Garlic... Offer foods laced in garlic, a garlic-recipe cooking contest, and some live music. If you serve pizza, make sure there's a garlic-laced special on the menu.

30-31 Henry Ford's Birthday Weekend...

Hold a car show or rally. Invite your local Ford dealer to display cars in return for prizes such as a weekend use of a new car.

31 Harry Potter Weekend... Library event or film fest...games or book quiz. Grand Prize...a trip to Orlando to visit the new Harry Potter Theme Park opening late 2009.

Upcoming Trade Shows

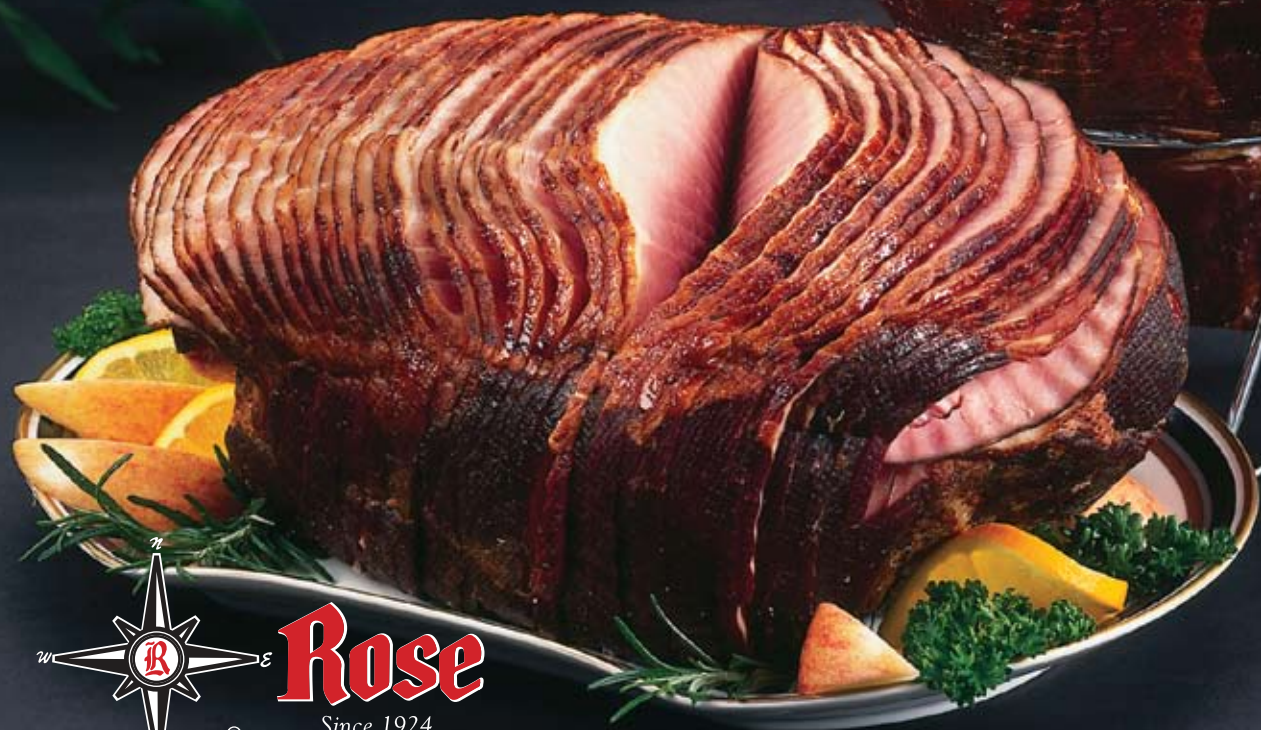
JULY

9-15 American Library Association, Chicago

www.ala.org

(TBA) **Crafts & Hobby Association Convention**

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RecTrac

***RecTrac 10.1 is coming to your Installation.
Contact your Region for the latest schedule.***

Where can I find RecTrac "How to Guides"?

***Go to the Academy Website, www.mwraonline.com, login,
and go to the RecTrac Team Room.***

Are you opening a new facility?

***Think about RecTrac during your design! Make sure you have
equipment, plenty of counter space, electrical outlets, and
network drops. Design your counter with RecTrac in mind.***

**Did your Installation just hire a RecTrac
Functional Administrator?**

***Send them to VSI for Super User Training.
Call VSI at 1-877-883-8757 opt 1 for Sales.***

Do you have a bright idea to improve RecTrac?

***Send your Region ISO an email with description
of the enhancement and they will make an
official enhancement request.***

Are you in need of new RecTrac equipment?

***FMWRC centrally funds all RecTrac equipment.
Equipment lifecycle is every three years.
Contact Quinlan Thigpen via email at
Quinlan.Thigpen@us.army.mil***



Need Help with RecTrac?

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Europe: 314-379-5072 • Korea: 315 723-8015

RecTrac HQ Functional Administrator: 703-681-0640

DSN 761-0640

What's Happening in August 2009

DATES TO CELEBRATE

National Golf Month

National Bowling Week

- 1 Girlfriend's Day (see back)
- 1-31 Sweet Corn Festival time
- 3 National Watermelon Day
Martha Stewart's Birthday (see back)
- 4 National Night Out (see back)
Sturgis Motorcycle Rally
- 5 International Friendship Day (see back)
- 5 American Family Day (see Cool Event)
American Bandstand premiered (1957)
- 6 Wiggle Your Toes Day...break out the flip-flops! Hold a pedicure party.
- 10 Candid Camera premiered (see back)
- 10-16 PGA Days (see back)



- 13 Castro's Birthday (see back)
- 13 Book Lovers' Day...A used book sale or swap.
Book-signing event for a local author
- 15-17 Woodstock 2009...3 days of peace and music.
Break out your tie-dye t-shirts!
- 24 National Peach Day...Peach Margaritas!
- 25 National Banana Split Day
- 26 Anniversary Excuse Night (see back)
- 29-30 Potato Days Festival (see back)
- 31 National Trail Mix Day (see Cool Event)

Finalize Halloween Plans!
Plan your winter events

COOL EVENT IDEA...

Family Fun Month

There's lots to do during these "dog days" to promote Family fun. Here are some ideas to get you started.

- Boost your catering revenues by promoting catered picnics. Kick-off your program with a community picnic at your installation.



- Splash party at the pool for the Family, followed by a moonlight adult swim with grown-up refreshments.

- Air conditioned bowling with "Dog Days of Summer" discounts on hot dogs and Family packages.

- Map out a volksmarch and send walkers off with a bag of home-made trail mix. Ask them to bring a bag or box of their favorite cereal, pretzels, raisins, dried fruit, M&Ms. NO NUTS...in the mix that is. Toss it all in a large pot and serve in sealable plastic bags.

- The first hamburger originated in Seymour, WI in 1885. Hold a *Burger Fest* and include a hamburger bun tossing contest, bun batting, a "bun run," and a ketchup slide. Contestants run full speed and then belly-flop onto a ketchup-covered surface. Jimmy Buffet music...what else!

- Invite your patrons to build their own Banana Splits on the 25th. Offer a variety of ice cream flavors and interesting toppings. Include an ice carving demonstration.

- Moonlight or twilight golf tournament followed by an outdoor movie or cool jazz on the greens. If you don't have a screen, show it on the side of a building.

August 2009

Sunday	Monday	Tuesday	Wednesday
2	3	4	5
9	10	11	12
16	17	18	19
23	24	25	26
30	31		

Thursday	Friday	Saturday	
		1	
6	7	8	
13	14	15	
20	21	22	
27	28	29	

Customer Service Tip

August is *National Win With Civility Month*. Stress the benefits of being civil and courteous to each other and to your patrons this month. Hold a special team-building event with your staff. On the 7th, celebrate Treasure Your Customers Day with a special promotion.

August is...

National Bowling Week... Participate in the National Bowling Week promotion sponsored by the BPAA. www.bpaa.com for other ideas.

National Friendship Week (17-23)... Invite patrons to bring a friend to any MWR activity this week for free or at a reduced price. Offer 2-for-1 meals at your club or snack bar.

Bowl with a friend... one pays the other bowls free.

Golf with a Friend... A free bucket of balls for a friend on the driving range.

National Night Out... On the 4th, gather your community at an event to heighten crime and drug prevention awareness; strengthen neighborhood spirit and police-community partnerships; and to send a message to criminals letting them know that neighborhoods are organized and fighting back. You provide the facility, the fun and the food! Bring in the MPs and the Crime Dog.

Upcoming Trade Shows

SEPTEMBER

4-7 National Institute on Recreation Inclusion,
Eugene, OR

(TBA) **PROMO Live**, Chicago-Navy Pier, IL
(TBA) **LA Roadshow**, Los Angeles

OCTOBER

13-17 NRPA, Salt Lake City, UT, www.nrpa.org

20-22 Internet Librarian, Monterey, CA,
www.infotoday.com/it2009

(TBA) **MWR Automotive Training**

NOVEMBER

10-13 Int'l Hotel & Restaurant Show, NY

13-15 Global Gaming Expo, Las Vegas

MORE COOL IDEAS...

1 Girlfriend's Day... Perfect day for a "girls only" BUNCO®, bowling or golf outing.

3 Martha's Birthday Party... Invite Martha wanna-bes to bake a cake and bring their crafts to a craft show and bake sale. Prize: a subscription to Martha's magazine.



5 American Bandstand...

Bring in the D.J. and break out the oldies. Hold a dance contest and give prizes for the top twisters, the funkier fruggers and the hottest hip-hop.

10-16 PGA Day... Pic-a-Pro and add your score to what he scores. Lowest score wins a prize. Offer score cards and entice people to guess the number of Birdies or the number the winner will finish under par. Winners get a free round of golf or other prizes.

10 Candid Camera... Use your camcorder or cell phone to capture a candid video to enter into a film fest. Prizes for funniest home video, best live action video, best pet video and other categories.

12 Castro's Birthday... It's Mojito time! Dress your staff and bartenders in green military fatigues and serve Cuban sandwiches. Latin music of course!

26 Anniversary Excuse Night... A "make-up" night for spouses to beg forgiveness with candles, soft music and fine food and wine. Dress the entire place up for the evening with linens, chocolate covered strawberries and rose petals on the tables. Men reserve seats for their date to make her feel special.

22-23 Potato Days... The lowly spud takes center stage in Barnesville, MN. Offer a "peel"ing potato-themed contests, games and displays and a menu of potato favorites. Check out their mashed potato wrestling and other events at www.potatodays.com. Don't forget the potato sack race for young and old.



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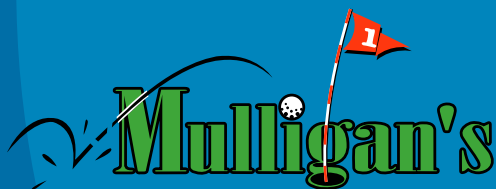
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www.mwrbrandedrestaurants.com

What's Happening in September 2009

DATES TO CELEBRATE

Hispanic Heritage Month

Self-Improvement Month

- 1 National Buffalo Wing Fest (see back)
- 1-6 World Mountain Bike and Trials Championships (Canberra, Australia)
- 6 Appetizer Night (see back)
- 7 **LABOR Day**
- 9 California becomes the 31st State (see back)
- 11 **PATRIOT DAY Let's Roll! (see back)**
Chocolate Milkshake Day
- 12 Video Games' Day (see Cool Idea)
- 15 Agatha Christie's Birthday



- 16 National Football League formed (1920)
- 19 Dance Lesson Day (see back)
- 18-Oct 3 Oktoberfest begins in Germany
- 20-26 National Singles' Week (see back)
- 24 Family Health & Fitness Day - USA
- 26 Family Day...Eat dinner with your kids!
Native American Day
- 28 National Good Neighbor Day (see back)
National Hunting & Fishing Day (see back)
- 29 34th Anniversary of the first showing of Rocky Horror Picture Show. Host a party and show the movie with the props, costumes and actors. www.rockyhorror.com for ideas

**Finalize plans for Thanksgiving,
Christmas & New Year's**

COOL EVENT IDEA...


Celebrate Thyself!

Its "Self-Improvement Month"...and, there are a myriad of ways we can help our patrons and our staff improve their health, happiness and well-being.

- Celebrate Classical Music Month and introduce your patrons to classical music... in the club, the library, the fitness center.
- Offer diet, nutrition and fitness classes... and healthy menus in your food outlets.
- Labor Day is over...let's hold a job fair and help those looking for work to find it.
- It's National Courtesy Month! Offer customer service training, tips and reminders to your staff.
- The 6th is the day to fight procrastination. Make a decision. Take action. Do it now. Do it today.
- The 6th is also *Read a Book Day*. Display self-improvement books at the post library.
- Test your dexterity and your video game skills on the 12th – *National Video Day*. Break out your Wii and Xbox games.
- Host a speed-dating event during National Singles Week. Or, celebrate singlehood with networking events for guys or gals to meet people with like interests.
- Hold a *Girls Night In*. Round up the gals for a night of chicks, flicks and a bottle (or two, or three) of wine? Choose "girls only" flicks to match the party's mood, and pair with wines and appetizers.
- So you don't know how to dance? The 19th is *Dance Lesson Day*. Bring in some instructors and offer lessons for your patrons.

September 2009

Sunday	Monday	Tuesday	Wednesday
		1	2
6	7 Labor Day	8	9
13	14	15	16
20	21	22	23
27	28	29	30

Thursday	Friday	Saturday	
3	4	5	
10	11 Patriot Day	12	
17	18	19	
24	25	26	
			

Management Reminder

The November deadline for the "Best Army MWR Catered Event Contest"...is fast approaching. Reward your catering and event planning team for their hard work by encouraging them to submit at least one food and beverage event for consideration. They may win a trip to *Catersource* or *The Special Event*. Don't forget Carroll Award nominations and nominations for CRD programs.

September is...

Beginning of Football Season... McCain Foods (Brew City) offers extensive merchandising materials you should be taking advantage of if you're not already. Their football fever materials include everything from inflatable chairs to megaphone serving containers. Think beyond football and check out their "Munch Madness" promotions, NASCAR materials...and their great product. Talk to them about sampling, player appearances and more. McCain products are available through the Prime Vendor program.

Silly Golf Tournament Time... Use limes, oranges, lemons and beach balls as golf balls. Blindfold cart drivers (with a backseat driver) for even more fun.

Upcoming Trade Shows

SEPTEMBER

4-7 National Institute on Recreation Inclusion,
Eugene, OR
(TBA) **PROMO Live,** Chicago-Navy Pier, IL
(TBA) **LA Roadshow,** Los Angeles, CA

OCTOBER

13-17 NRPA, Salt Lake City, UT, www.nrpa.org
20-22 Internet Librarian, Monterey, CA,
www.infotoday.com/it2009
(TBA) **MWR Automotive Training**

NOVEMBER

10-13 Int'l Hotel & Restaurant Show, NY
13-15 Global Gaming Expo, Las Vegas, NV

MORE COOL IDEAS...

1 Buffalo Wing Fest... Join a million buffalo wing-eaters in NY who celebrate this day with music, wing recipe contests and even a "wing bobbing" event. Continue with other munchies through the 6th -- Appetizer Night.

9 Celebrate California... Serve a special menu of California cuisine and wines as a prelude to a California Wine Auction. Bring in wine experts and guest chefs to tout food and wine pairings. Coordinate with AAFES and auction off cases of wine, wine-related travel packages, wine racks or a wine refrigerator.

11 Let's Roll! Bowling Tournament... For active duty and retirees. Invite local police and firefighters to participate.

19 Dance Lessons Day... Teach them the Chicken Dance for Oktoberfest...Latin dancing to celebrate Hispanic Heritage...or Greek dancing for Marathon Day. It's also Romance Awareness Month...what's more romantic than dancing!

20-26 Celebrate Singlehood... Use this week to offer opportunities for singles to meet others with similar likes and interests. Host women's networking events and classes—jewelry making, decorating, etc. Hold a bowling tournament where bowlers swap lanes and partners every 3 frames. Form walking groups...golfing groups...

28 Good Neighbor Day... Organize a block party or other community event to meet your neighbors. Hold a community program to help neighbors in need.

28 Hunting & Fishing Day... Outdoor Recreation holds a surf (pan fish) and turf (venison) cookout. Partner with the local Wildlife Center for displays, bird dog demonstrations, fly rod casting. Host local fishing tournaments, target shooting contest, take a trip to a popular fishing lake.



Better Meats. Better Meals. Better Menu.



Easy-to-Prepare Menu Selections are a Profitable Addition for any Foodservice Application

Fully cooked Canadian Style Bacon is all meat, with no fillers. It is exceptionally easy to prepare, and is **97% Fat Free**. Low fat content yields cooked product with virtually no loss due to shrinkage. **Rose Canadian Style Bacon** is a healthful alternative to traditional bacon. It is high in B vitamins and protein, but low in fat and cholesterol...and it has **NO CARBS**.

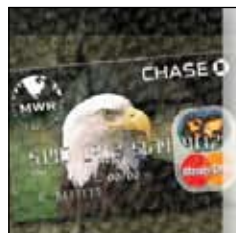
Rose Canadian Style Bacon is available as sticks or sliced in "Old Fashioned" (square) or Visk (round), packed with natural juices or water added. Other Canadian Bacon products include half-sticks, chunks, diced and a 1 1/2 inch diameter stick or sliced product.

For more information:

OFFICE USA 800-323-7363
Nick Ledanski
Director of Military Sales
Cell 847-977-5455
nickledanski@rosepacking.com

FROM OCONUS 001-847-381-5700
Dennis Eis
Military Sales USA
Cell 847-702-0060
denniseis@rosepacking.com

FAX USA 847-382-7756
Pam McManaman
Military Sales Assistant
FAX 847-382-7756
pmcmanaman@rosepacking.com



ARMY MWR CARD

Quick Reference Guide

★ BENEFITS FOR FMWR CUSTOMERS

Card products tailored for the Military

- A competitively low rate (Prime + 4.99%)
- **Blue Star Benefit** — Interest paid by Army MWR cardholders while deployed will be refunded by Chase post-deployment.
- A dedicated U.S. based Military Customer Service unit that is available 24/7/365
- Army MWR Mastercard has limit based on credit score and can be used at any location where Mastercard is accepted.
- Proprietary card has a maximum of \$500 credit limit. It can only be used at MWR activities and helps MWR Customers build a good credit profile responsibly.
- **Military Free Cash Rewards Program** geared towards on-post spending — 2% rewards earned on-post (Commissary, Exchange, Child Care, MWR, etc.); 1% rewards off-post where Mastercard is accepted.

Redeem points for cash back and gift cards online or by phone. 2500 points equals a \$25 reward. Maximum rewards points per year is 60,000.

★ PROGRAM REQUIREMENTS

MWR contractual responsibilities include marketing and prominently displaying approved Army MWR Card marketing materials (provided by Chase) at all FMWR locations.

FMWR Program Managers and frontline employees can help the success of this program by incorporating one or more of the following questions with every transaction.

"Would you like to put that on your Army MWR Card today?"

"Did you know you can receive 2% rewards on all purchases made on-post?"

"The Army MWR Card offers a competitive low rate and is geared towards on-post spending. Would you like to start earning 2% back on your on-post purchases today?"

Installation POCs are responsible for entering applications into the web-based card management system.

My installation POC is _____.

★ HOW CAN FMWR EMPLOYEES HELP?

- Know your Army MWR Card installation POC
- Know the process to forward completed applications to the POC responsible for data entry
- Understand the benefits for FMWR and FMWR Customers
- Be familiar with the FAQ's regarding the Army MWR Card
- Promote the Army MWR Card through suggestive selling with every purchase

★ BENEFITS FOR GARRISONS

Generate operational cost savings

- 1.50% processing rate on all Visa/MC transactions (Industry avg is 2.50%)
- -0- processing cost when customers pay with Army MWR Card
 - **In order to maximize this benefit, the Army MWR Card should be positioned as the preferred method of payment**
 - Activity Managers with dues plans can utilize the Army MWR Card to bill recurring payments through the Chase card management system
- Savings on processing goes back to funding MWR activities and programs

Generate additional revenue for the Installation

- \$25 per account added earnings payment (AEP) for all Army MWR card accounts issued

What's Happening in October 2009

DATES TO CELEBRATE

National Book Month

National Pasta, Seafood & Chili Month

BOSS 20th Anniversary Month

- 1-7 Customer Service Week (see back)
- 1-31 Billiard Awareness Month (see back)
- 4 National Taco Day
- 3-4 Issaquah Salmon Days (see back)
- 6-8 National Shrimp Fest (see back)
- 10 Double Ten Day (see back)
National Dessert Day...double scoops!
- 10-11 Rotterdam Art & Antique Fair (see back)
- 12 COLUMBUS Day (see back)**
- 15 Sweetest Day
- 16 National Boss Day (see Cool Event)
- 17 National Pasta Day
- 15-18 Daytona Biketoberfest (see back)
- 16 *Where the Wild Things Are* released (see back)
- 17-18 BBQ Cup Cook-off and bike race
- 29 Internet created (1969). Invite Al Gore to dinner!
- 30 Tone your Bones...celebrate Charles Atlas' Birthday (1893) with a fitness fair
- 31 HALLOWEEN**



- 31 Deadline for All-Army Digital Photo Contest
Entries to DA level

***Have you ordered your
Thanksgiving turkeys?***

Start planning for spring now...

COOL EVENT IDEA

Are you smarter than a Private...

If your Command has a sense of humor...try our spin on the popular TV show "Are You Smarter Than a 5th Grader?" Make it a BOSS event!

- The class should be made up of Privates or young enlisted Soldiers. Find 7-8 of them and sit them off to the side.
- Participants could be Officers, Senior Enlisted or DoD civilians. Make sure they've been in or around the Army long enough to have forgotten the basics.
- Hold it in your club or other MWR food and beverage facility and make some money off restaurant sales.
- Players play for MWR prizes or sponsored prizes...starting with something small like a free lunch and working up to a free bowling party for the winner's office or unit.
- Find a DJ or the funniest MC on your installation to be the host.
- In addition to general questions like those featured on the TV show, add questions out of basic training and other Army manuals on Army jargon, about unit insignias, installation history, etc.
- Take a cue from another TV show and ask them to finish a line in The Army Song.

***Thanks to Jeane Sunshine at Fort Sam
Houston for this Cool Idea!***

October 2009

Sunday	Monday	Tuesday	Wednesday
4	5	6	7
11	12 Columbus Day	13	14
18	19	20	21
25	26	27	28

Thursday	Friday	Saturday	
1	2	3	
8	9	10	
15	16	17	
22	23	24	
29	30	31 Halloween	

Customer Service Tip

Consistent rude customer service reflects not as much on the employee as on management. Your people will treat customers the way they are treated. Train your staff, reward them when you can, listen to them, and greet them enthusiastically each day. Roll up and post the weekly performance results of the top 10 performers.

October is...

A time to promote team-building... Invite teens, units, office groups and others to hold their "Team Building" or employee-customer relations programs at your bowling center or Outdoor Rec activity. You have the ideal programs to get people on a team pulling together for a common goal. Promote your facility's recreational venue, meeting room, food and beverage service, and the "team" aspects of your programs. Develop a package and offer a special price to organizations on your installation.

Where the Wild Things Are...

Celebrate the movie release of one of the best-loved kids' books of all time with an art contest...draw your favorite *wild thing* or turn it up a notch with a "Wild Things Are Happening at the Club!" promotion. ITR...offer a trip to the Zoo!



Upcoming Trade Shows

OCTOBER

(TBA) **MWR Automotive Training**

13-17 NRPA www.nrpa.org Salt Lake City

20-22 Internet Librarian, Monterey, CA

NOVEMBER

10-13 Hotel/Motel & Restaurant Show, NYC

13-15 Global Gaming Expo, Las Vegas

DECEMBER

2-5 Athletic Business Conference, Orlando

(TBA) **Military Librarian's Workshop**

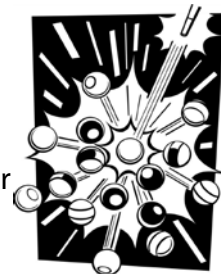
MORE COOL IDEAS...

1-7 Customer Service... If you dare...offer a "speedy" lunch promotion like some restaurants do. Get it quick or lunch is free.

1-31 Speed Pool

Tournament...It's Billiard

Awareness Month! See who can clear a rack of balls the fastest.



3-4 Salmon Days Festival...

There's something in the water in the Pacific NW town of Issaquah...and it's salmon. Hold a salmon bake, craft fair and live music at your installation. Make it a *Salmon Chanted Evening!*

6-8 Shrimp Fest... In Gulf Shores, AL. Sell 'em fried, grilled, steamed or broiled! Add beach music, a shrimp-peeling contest and buckets of beer!

10 Double Ten Day... Turn this into a doubles day...doubles bowling and golf tournaments or 2-for-1 price specials.

10-11 Art & Antique Fair... Your patrons can't make it to Rotterdam, so bring the fair to them. Offer vendors—both artists and antique dealers—space to show and sell. Demonstrate painting techniques and schedule sign-ups for classes. Hold your version of the *Antiques Roadshow*. Bring in appraisers. Invite patrons to bring their treasures in for evaluation. Hold a "sneak preview" the night before for your best patrons or members. Include a wine and cheese tasting. Charge admission.

12 Columbus Day... Celebrate the Italian-American-Spanish connection and National Pasta Month with a variety of paellas and pastas this month. Hold a drawing for a globe or local map book...or a trip to Europe (Spain or Italy).

15-18 Biketoberfest... There's a little bit of biker in all of us...so bring those bikes out and celebrate like they do in Daytona Beach. When the sun goes down, the fun begins! Hold a bike rally, a bike show, a drawing for a bike or motorcycle. Combine with a BBQ...hog that is!



Introduces 100% All Natural™ Chicken.

Tyson Foods, Inc. now offers a full line of uncooked marinated Tyson® chicken that's 100% All Natural.™ This includes everything from fresh to frozen and from bone-in to boneless. And naturally, it has all the flavor and back-of-house performance you expect. It's marinated using our proprietary *Enhanced Flavor Technology™* (EFT™) process to deliver a clean label product that's significantly lower in sodium. Tyson® 100% All Natural chicken—the next big thing from Tyson Foods.

Discover more about our natural products by contacting John Vaillancourt at john.vaillancourt@tyson.com or log onto www.tysoneft.com.



JSPVP Allowance Program Participant

*Minimally Processed, No Artificial Ingredients, No Preservatives

**Federal regulations prohibit the use of added hormones or steroids in chicken
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The Recreation Delivery System (RDS)

The RDS process uses eight Key Result Areas to develop an action plan for your Recreation programs:

- Increase customer focused programming
- Maximize use of facilities
- Expand non-facility based programming
- Integrate programming
- Pursue external partnership opportunities
- Develop internal marketing strategies
- Improved common support services
- Implement team concept

What does RDS do for you?

- Designs programs (integrated offerings) for the customer, the Army Family.
- Provides professional growth opportunities for staff through cross-training among programs
- Shares marketing efforts among programs
- Increases revenue to support and improve ongoing programming
- Promotes innovative staff ideas through intra-program collaboration
- Positions Garrisons for CAPRA Accreditation!

For additional information, contact
Sandy Nordenhold (703-681-7206)
or Jean Neal (703-681-7228)



RDS

What's Happening in November 2009

DATES TO CELEBRATE

Military Family Appreciation Month *Fun With Fondue Month*

- 1 First reference to poker as a Mississippi riverboat game in 1834 (see back)
- 2 Marie Antoinette's Birthday...Let everyone eat cake today!
- 3 National Sandwich Day
- 4 Daylight Savings time ends
Sunday Night – Spaghetti Night
- 5-8 World Fantasy Convention (see Cool Idea)
- 6 National Nachos Day...nachos bar!
- 7 National Men Make Dinner Day...or at least take the Family to dinner at the club!
- 9 Berlin Wall opened (1989) (see back)
- 10 National Young Reader's Day (see back)
- 11 VETERANS DAY (see back)**
- 13 National Bowling Association organized in NYC (1875)
- 13 Friday the 13th...Triskaidekaphobiacs born today get a free lunch or game of bowling
- 14 American Teddy Bear Day (see back)
- 15 Sadie Hawkins Day (see back)
- 16 Beaujolais Nouveau released...A great reason to drink new wine!
- 16-17 Lake Tahoe Foam Fest (see back)
- 18-24 National Games Week (see Cool Idea)
- 26 THANKSGIVING (see back)**



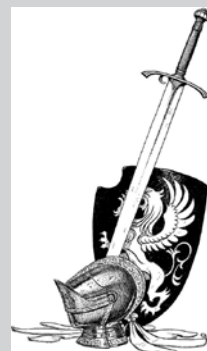
Finalize Super Bowl & Valentine's events
Check May "Dates to Celebrate"

COOL EVENT IDEAS...

The World Fantasy Convention is an annual fall convention of professionals, collectors, and others interested in the field of fantasy...with emphasis on literature and art.

Let's expand ours to include all things fantasy and fanciful...

- Celebrate the 200th birthday of Edgar Allen Poe with a book display and readings at the library.
- Host a fantasy book, video games, films and magazine swap.
- Fantasy Football or even Fantasy Fishing www.FantasyFishing.com, from the professional bass fishing tournament group. Hold a live fishing derby as well.
- Hold a Mystic Fest. Bring in the Tarot Card readers, Dungeons and Dragons games and Ouija Boards.
- Turn your club into a Dickens' fantasy for Christmas...offer a Fantasy Feast. Work with your vendors to develop a fabulous meal paired with wines or ales.



- Don't forget some fanciful foods and beverages at all your snack bars! Battleship burgers anyone?
- Design your "Fantasy Food" or Fantasy Pizza" contest. Steak flavored lettuce or Dunkin Donut flavored tomatoes anyone? How about no-calorie chocolate?
- Design a "Fantasy Drink" contest. Find a sponsor and build the recipe around the sponsor's product.

November 2009

Sunday	Monday	Tuesday	Wednesday
1	2	3	4
8	9	10	11 Veterans Day
15	16	17	18
22	23	24	25
29	30	31	

Thursday	Friday	Saturday	
5	6	7	
12	13	14	
19	20	21	
26 Thanksgiving	27	28	
			

Customer Service Tip

Do you know who your customers are? If a regular customer came in to your facility, would you recognize them? Could you call them by name? When you lose a long-time customer, do you call to find out why? All of us like to feel important; calling someone by name or letting them know you miss seeing them in your facility is a simple way to do it and lets them know you value their business.

November is...

National Peanut Butter-Lovers Month...

Bring back some childhood memories with gourmet PB&J sandwiches and cookies.

National Writing Month...Dust off the "Books By You" software and hold a kids' writing contest. Hold one for adults as well.

Anniversary of the 1965 East Coast

Blackout...Turn out the lights on 9 November and dine by candle light. Or, a bowl-in-the-dark event at the bowling center.

National American Teddy Bear Day...On the 14th give a free game of bowling to everyone donating a bear for your "Toys for Tots" or other ACS holiday toy collection.

Christmas Crafts Fairs... ITR organizes a group tour to local Holiday festivals. Arts and Crafts plans a craft fair in the Recreation Center for local crafters to display and sell.

Upcoming Trade Shows

NOVEMBER

10-13 Int'l Hotel/Motel Show, NYC

13-15 Global Gaming Expo, Las Vegas, NV

DECEMBER

(TBA) **Military Librarian's Workshop**

2-5 Athletic Business Conference, Orlando, FL

JANUARY (2010)

(TBA) **All Army Bowling Championship**

(TBA) **The Special Event Show**, Atlanta, GA

(TBA) **PGA Merchandise Show**, Orlando, FL

MORE COOL IDEAS...

1 Texas Hold 'Em

anyone?...An ideal day for an afternoon of cards, food and football...now that's a real fantasy for some of your patrons!



9 Berlin Wall Falls and

Fasching Begins...Just in case you needed a reason to break out the brats and the brews! In Germany, the official party begins on the 11th hour of the 11th day of the 11th month!

11 Veterans Day...Host a military-themed swap meet at the Recreation Center. Arts and Crafts hosts a Best in Military photo contest.

10 Young Reader's

Day...Recruit local celebrities to read aloud in your schools or CYS facilities.



12-18 Children's Book

Week...Donate a children's book this week and receive a free game of bowling with each paid game. Donate

books to hospitals, shelters, youth centers. Guess the number of books in the school library contest-win a Family dinner.

15 Sadie Hawkins Day...Take the initiative and invite that man for lunch or dinner!

16-17 Foam Fest...At Lake Tahoe they celebrate "foam" on the slopes with an annual micro-beer sampling event. No slopes? Pour some foam at your club!

26 THANKSGIVING...Let's talk turkey! Invite customers to let your club do the cooking...for take-out or for Family dining in. Reservations required! Each Family group gets their own turkey dinner with all the fixings.

YOUR SOURCE FOR QUALITY CHAFING FUELS.

Look to Candle Lamp Company for the widest assortment of chafing fuels and buffet accessories. From gel-type fuels to our exclusive Heat-It® and Safe Heat® products with the patented Power Pad® that provide you the ultimate in heat AND safety. And, Candle Lamp offers a large selection of chafing dish frames and pans to complement any decor or occasion.



Candle Lamp

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Serving the Best for Those Who Give the Most

McCain® is proud to serve our troops healthy, better-for-you appetizers and potato products

Introducing McCain's healthier appetizers and potato products! McCain has the tastes our troops love – now nutritionally improved with 0g trans fat and low sodium options. Our products are a delicious and healthful alternative to traditional appetizers.

Try these McCain products and discover how tasty our healthier choices can be:

Now
40% less
sodium &
ZTFA*

Cholesterol
free, excellent
source of vitamin
A & good source
of vitamin C

Huge
selection
of ZTFA
appetizers*

DESCRIPTION

PACK SIZE

McCain OgVations® Regular Fries, 3/8" Extra Long 6/5 lbs.

McCain OgVations Regular Crinkle Fries, 3/8" Long 6/5 lbs.

McCain Smiles® Shaped Potatoes 6/4 lbs.

McCain Smiles Cosmic Creations® 6/4 lbs.

McCain Harvest Splendor® 6/2.5 lbs.

Deep Groove Crinkles, 7/16" Extra Long

McCain Harvest Splendor Regular Stix, 6/2.5 lbs.

Skin-On, 3/8" Extra Long

McCain Harvest Splendor Thin Stix, 6/2.5 lbs.

Skin-On, 5/16" Extra Long



For more information on our full line of appetizer and potato products visit www.mccainusa.com or contact:

Chris Pomeroy
(336) 734-1615
chris.pomeroy@mccain.com

Thomas "Hoppy" Hopkin
(623) 242-6370
thomas.hopkin@mccain.com

McCain proudly supports the US Military



great food. good sense.®

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* Per serving. Visit www.mccainusa.com for complete product facts panels.

What's Happening in December 2009

DATES TO CELEBRATE

Bingo Month

- 1 First drive up gas station (1913)
- 1-30 BINGO Birthday Month (see back)
- 4 National Cookie Day
- 6-20 Operation Santa Paws (see back)
- 7 Pearl Harbor Day...at 7:55 a.m. in 1941
- 12 Poinsettia Day...(see back page)
Golf Tee Patented (see back)
- 13 National Hot Cocoa Day
- 14 NASCAR Created (1948) and Honolulu
Marathon...Life in the Fast Lane bowling
tournament or run



- 16 Chocolate Covered Anything Day
- 18 James Cameron's 3-D film Avatar released
Disney's "Princess and the Frog" released
- 20 Game Day
- 21 Winter begins...Winter Solstice
Flashlight invented (see back)
- 24 National Egg Nog Day...Create drink specials
built around this holiday favorite
- 25 CHRISTMAS**
- 26 Kwanzaa begins...Hanukkah begins
National Whiner's Day (see back)
- 28 Card Playing Day
- 29 Bowling ball invented (1862)...Pro Shop Sale
on balls
- 31 NEW YEAR'S EVE (see back)**

COOL EVENT IDEA...

Celebrate an Island Christmas Party

Singer Songwriter Jimmy Buffet turns 63 this Christmas. Find 63 ways to celebrate this popular Christmas baby! Here's a start!

- An All-Buffer Day...with build-your-own cheeseburgers in Paradise and all the fixings on the buffet.
- Margaritaville specials...fire up the flavors and the blenders!
- Parrotheads unite! Wear 'em if you got 'em. At least flip-flops and tropical shirts are the attire for the festivities.
- Contest for the best Hawaiian shirt.
- A sailing regatta...if you have the water and the weather!
- Jimmy Buffet Karaoke contest...or a spin on the popular show where contestants have to sing the next line of the lyrics.
- Bowl for a burger! Hit the red pin and win a free cheeseburger.
- Drawing or photo of your version of paradise contest sponsored by arts & crafts and displayed at the club.
- Hire a steel drum band.
- Decorate with parrots and palm trees...and pink flamingos.
- Serve key lime pie...of course.
- Play Jimmy's tunes throughout the event.
- Jimmy Buffet song trivia contests.
- Nautical games such as best knot tying, make your own fishing flies, etc. hosted by Outdoor Rec.
- ITR trip to Key West...for sale or as a drawing prize.
- Greet your guests with an "It's 5 o'clock somewhere flag" www.paradisefoundonline.com.

Check June Ideas-summer is coming!

December 2009

Sunday	Monday	Tuesday	Wednesday
		1	2
6	7	8	9
13	14	15	16
20	21	22	23
27	28	29	30

Thursday	Friday	Saturday	
3	4	5	
10	11	12	
17	18	19	
24 Christmas Eve	25 Christmas	26	
31 New Year's Eve			

Management Reminder

Do your customers know who you are?

If they see you, would they recognize you or call you by name? A visible manager is an asset. Post pictures of the manager and the assistant manager with contact information. The manager's door should be kept open, inviting customers to stop in. Walk around your facility throughout the day and stop to introduce yourself and thank customers for their business.

MORE WINTER IDEAS...

If you have a marina, host a "Harbor Lights" display. Invite patrons that dock their boats to decorate and display them. Have a judging contest with holiday cookies and games. Santa arrives by boat for photo ops.

If you have a golf course that is not utilized in the winter, place Christmas lighting and displays along the cart paths and charge a fee for Families to ride through on the golf carts. This is a great time for BOSS to sell hot chocolate, display other upcoming MWR events, and have local entertainment. Outdoor Recreation can also host sledding trips. Don't forget to invite Santa for photo ops!

Creative Christmas Ideas... Plan classes at Arts and Crafts or the Recreation Center on making Christmas wrapping paper (marbelizing, stamping) and holiday cookies. Ideas for simple Family fun can be found under the holiday and seasonal link at: <http://familyfun.go.com/arts-and-crafts/season/>.

Upcoming Trade Shows

DECEMBER

(TBA) **Military Librarian's Workshop**
2-5 Athletic Business Conference, Orlando, FL

JANUARY (2010)

(TBA) **All Army Bowling Championship**
(TBA) **The Special Event Show**, Atlanta, GA
(TBA) **PGA Merchandise Show**, Orlando, FL

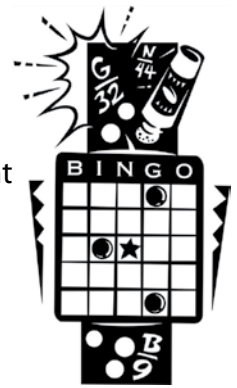
FEBRUARY (2010)

(TBA) **Catersource/IMCEA Catering Conference**, Las Vegas
(TBA) **Nightclub & Bar Show**, Las Vegas

MORE COOL IDEAS...

1-30 BINGO! Make it BINGO-

Mania...all month long. Midnight & Music BINGO for the younger crowd...or a BINGO Marathon! Offer a good size gas card as your BINGO prize today. Focus groups tell us that's what Soldiers want!



6-20 Operation Santa Paws... Conduct a cross-promotion with your vet clinic to hold a feline/canine toy and treat drive this holiday season. Give a coupon for a free game of bowling or a free soda at your restaurant with every donation. Donate toys and treats to a local shelter.

12 Poinsettia Bowl... Purchase a supply of these popular plants and draw a lane number every 30 minutes. The bowler on the lane at the time of the drawing is the lucky winner!

12 Send a golf tee... Mail Christmas cards to all your golfers. Include a logoed tee and a discount coupon for a winter sale. Have knowledgeable staff on hand to help pick the right gift for the golfer in the Family. Sell gift certificates for lessons and equipment.

21 Dine in the Dark... Guests receive a flashlight when they enter and dine by candlelight. Decorate with strands of light to celebrate their anniversary on the 22nd.

25 MERRY CHRISTMAS

26 Whiner's Day...

Don't complain about the present you hate. Bring it to the club's "Exchange your worst gift party." Gifts must be wrapped. Everyone who brings a bad gift can select a new one. Offer "Whine and Cheese" specials!



31 NEW YEAR'S EVE... Expand your restaurant's party options with a "party at home" package. Nearly 60% of all people stay home with Family and friends on this crazy night. Make their entertaining easy with party platters and other catering services.

Inside back cover pocket fold

2009

